Philips Advances Consumer-Centric Innovation with Voxpopme's AI-Driven Insights Platform

Chat
Your AI-powered answer engine
Ask me anything...

Philips, a global health technology leader, always focuses on improving its consumer-centric innovation with a culture that encourages direct consumer engagement. Philips needed a scalable platform that would allow teams to gather and analyze insights faster and more efficiently.

Adopting Voxpopme allowed Philips to significantly increase the number of Consumer Connects, allowing all marketeers within Personal Health to speak with consumers whenever they want. It also streamlined analysis with AI-powered tools—all while staying under budget.

30-40
Minutes saved per interview

60x
Faster video research analysis

97%
Efficiency gain in market research

The Challenge: Scaling Consumer-Centric Innovation Globally

As a global organization, Philips needed a research platform that could support its teams across multiple businesses and markets. The company wanted to support marketers in easily engaging directly with consumers to be inspired while offering consumer insights specialists to gather insights faster.

"Voxpopme's AI tools allow us to do qualitative research faster and more efficiently. They save us so much time, and they make qualitative research far more accessible for the whole team."

Mathilde Beljaarts, Superior Proposition Insights Leader at Philips

The platform needed to be scalable, globally accessible, efficient, and capable of supporting multiple business units.

How Philips is Driving Customer Closeness at Scale

At Philips, there's a strong emphasis on research teams directly engaging with consumers rather than only reading research reports. Consumer input and feedback is much more impactful when conducting the interviews yourself. Voxpopme enabled Philips to support this customer closeness across global markets, giving teams the tools they need for meaningful consumer interactions.

Marketers Use Voxpopme for Inspiration

With Voxpopme, Philips marketers can now schedule and conduct real-time video conversations with consumers, gathering instant feedback to understand how consumers are using their products, to understand consumer needs and validate ideas.

Mathilde explained, "All marketers within Philips Personal Health have access to the platform and can schedule a conversation with a consumer whenever they want," making consumer engagement a seamless part of their daily work.

Insights Teams Use Voxpopme for In-Depth Research

Philips' insights specialists use Voxpopme's AI tools to streamline their research processes. The platform allows teams to centralize qualitative data, conduct cross-project analysis, and identify broad trends across business units. Voxpopme's AI-powered features automate analysis, freeing up time for teams to focus on deeper insights.

Why Philips Chose Voxpopme

Mathilde chose Voxpopme for its do-it-yourself qualitative research capabilities, which eliminated the need to outsource research. Teams could directly interact with consumers and upload externally conducted qualitative work or use the Voxpopme recorder during online meetings. By centralizing all qualitative research into their Voxpopme Repository, Philips could conduct cross-project analysis and extract meta-learnings across departments.

"What I love about Voxpopme is that we can upload all our qualitative work onto one platform. Whether it's done internally or externally, it's all there in one place, and that helps us do cross-project analysis. The platform really enables meta-learnings, allowing us to draw insights across different business units. It's something we were missing before."

Mathilde Beljaarts

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This repository also reduces the risk of conducting redundant research. Teams can query data from previous studies to generate new insights, saving both time and budget while gaining a deeper and historical understanding based on past research. This has streamlined the research process and made consumer feedback much more accessible across the organization.

Voxpopme's AI tools also transformed the research process at Philips. Mathilde praised Voxpopme's AI-generated discussion guides, which saved 30-40 minutes per interview and encouraged more team members to engage in customer conversations by removing the complexity of creating guides manually.

On top of that, analysis that previously took hours now takes minutes, allowing both marketers and insights teams to access findings faster and make quicker, better-informed decisions.

Voxpopme's Impact on Philips' Research

Increased Research Participation and Enthusiasm

Mathilde emphasized that while Voxpopme helped stay under budget, the real benefit was in how much more the team could do with their qualitative research. "We are not spending less money, but we can do much more," Mathilde explained.

The platform's efficiency, combined with its ease of use, allowed Philips to conduct more research, gain deeper insights, and foster stronger connections between its marketers and consumers.

Save

30-40
minutes per interview

"We are not spending less money, but we can do much more."

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Maximizing Value from Investment

Despite not focusing on cost savings, Mathilde came in 10% under budget, which left room for additional research and insights.

Philips is now doing more with its qualitative research, gaining benefits from Voxpopme that they couldn't achieve before. Mathilde highlighted some of the team's favorite features:

Video questions for recruiting respondents: Before conducting interviews, video questions allows Philips to filter for only the most-qualified respondents.

Moderated and unmoderated interviews: With more interviews, the teams are able to discover more insights. Unmoderated interviews allow them to dig deeper into nuanced and deeper insights.

Showreels: Easier to create and more engaging than traditional slide decks.

AI Insights: Automates analysis, speeding up research 60X.

AI-generated discussion guides: Saves 30-40 minutes per interview.

Insights repository: Stores all qualitative research in one place, enabling teams to extract insights across different research projects and reuse old research projects to produce new insights.

Dedicated support team: Provides ongoing assistance and training for Philips research teams, including new staff onboarding and professional services.
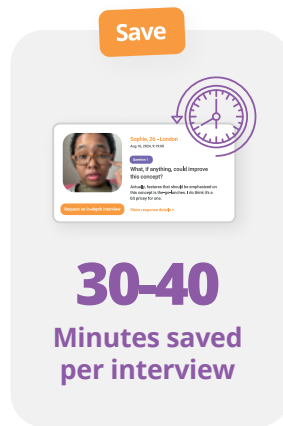
Increased Value, Not Just Cost Savings

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"We're thrilled to support Philips in achieving all their research goals with Voxpopme. It's been incredible to see how our platform has enabled their teams to engage with consumers more deeply and efficiently. We're excited to continue working closely with Philips, ensuring they get the most value from Voxpopme as they innovate and push their research even further."

Sam Williams, Senior Customer Success Manager at Voxpopme