



Market Leader Maximises Budget with Online Panel

About Client

Greenvale is a significant part of the Produce Investments group. The company is one of the leading suppliers of fresh potatoes to factories across the UK. Their business is based on integrity and trust in all working relationships and providing the highest quality produce for their clients' needs.

Greenvale's business is built on a strong relationship with many partners, including an extensive customer base, growers, and research organisations. Their aim is to become market leaders through linking consumer insight, sustainable procurement, technical innovation, and operational efficiency.

Case Study Summary

A leading UK supplier of fresh potatoes, Greenvale attribute their success to a quality product at great value. They are consistently innovating and place a premium on consumer insight to pinpoint and capitalise on trends.

Previously hindered by high ad hoc research costs, Greenvale took a leap from intermittent research initiatives reliant on an external agency to running their own continuous research in-house with a FlexMR panel.

“Having our FlexMR panel has allowed us to increase research activity dramatically without spending anymore money.”

Marketing Manager

THE CHALLENGE

With an eye for both depth and scale, Greenvale had been outsourcing qual and quant market research to a number of external agencies for the past few years. When the company met with FlexMR experts they were facing an array of challenges.

Greenvale were used to recruiting on a project by project basis, which was costly. The company were also using inflexible full service research packages, which can bleed a limited budget, but Greenvale were also using more than one provider for qual and quant research projects, reducing their economies of scale. Lastly, Greenvale learnt that it was not cost-effective to source an agency to ask one quick question.

Greenvale's Marketing Manager decided it was time to look for an alternative solution, to make more of their resources and take back control. Ultimately, Greenvale wanted to take key research initiatives in-house.



TOOLS USED



THE SOLUTION

Greenvale opted for a panel, management services, a number of qual and quant research tools, and a flexible insight delivery relationship. With active, profiled research-ready participants, project recruitment became instantly faster, more convenient, and more cost-effective.

"The FlexMR panel management service is second to none. Our response rates are incredible and we know our results are reliable."

Marketing Manager

The research tool selection provides Greenvale with unlimited access to qual and quant tools, allowing them to gain as much insight as is needed in order to accurately inform upcoming decisions.

FlexMR's research platform provided a way for Greenvale to overcome their perviously costly recruitment processes. With this tool, the company had on-demand access to a range of participants for any project they required insight for, enabling Greenvale to use the saved money to more easily reach their economies of scale objective.

The focus group tools provides live structured asks which provides participants the opportunity to discuss the questions around Greenvale's research objectives. The community tools gave participants the confidence to debate with each other and express views free of judgement, providing truthful insight for instant implementation. The survey tools use this confidence to provide more specified insight through more objective-related questions.

The insights Greenvale's panel provided were rich and qualified. These results have enabled Greenvale to realise better economies of scale goal, saving money while increasing their level of production.

At the outset, Greenvale didn't have the in-house expertise to confidently conduct online research. A flexible insight delivery relationship with FlexMR bridged the gap by providing training and project results in order to gain consumer insight straight away but also learnt how to gather it for themselves so they can take over in the future.

THE RESULTS

"We literally have no limits. We are much more responsive to consumer trends now."

Marketing Manager

Today, Greenvale conduct the majority of their research internally, thus optimising spend even further.

Greenvale aim to lead the industry in consumer insight and with a FlexMR research panel in their corner this goal is within reach.

Panel findings are being filtered to new product development programmes as well as new packaging design teams and messaging for both their own and supermarket brand potatoes.

Want to find out how our enterprise-grade research platform could help your organisation make informed decisions at speed? Call our friendly team on +44 (0)15395 65455 or send us an email to enquiry@flexmr.net for more information.

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