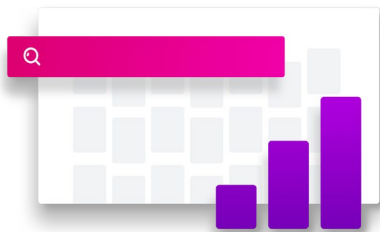# KnowledgeHound

Transform your data into decisions

Combine the power of search and data visualization across your research to create a more agile, customer driven organization
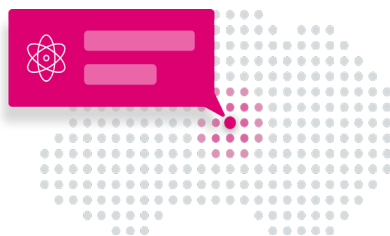
WITH KNOWLEDGEHOUND YOU CAN:

Make smarter decisions faster

Dive deeper into your data than ever before, revealing connections and insights that your company needs to make important decisions now

Socialize your insights

Easily translate your research into shareable insights through charts and tables, fully interactive dashboards or powerful stories that can influence and inform your organization

Connect the dots

With all your research data in one place, KnowledgeHound helps you illuminate new insights and hidden trends you never thought to look for

> "KnowledgeHound has allowed the organization to be more self-serving, opening up more time for Insights to conduct and analyze our consumer research."
>
> *Lesley Frakes, Whirlpool, Consumer Insights*

Fortune 500 Customer Success Story

KnowledgeHound

THE CHALLENGE

With a shared library already in place for their reports, the team knew they needed something more if they were going to transform the way insights were explored and leveraged day-to-day. A solution was needed that would help anyone access insights at the speed the organization demanded.

In order to elevate the role of insights within the organization, it was critical to find new ways to empower others in the organization to explore and analyze the data from their key foundational consumer studies for themselves. By providing greater access to the insights captured in major research like their Awareness & Usage study, they hoped to create a consumer-first culture. One where insights wasn't buried in data request but instead leading the charge on future strategy and consumer trends.

EVALUATION PROCESS

The insights teams were struggling to keep up with the fast paced nature their broader marketing organization demanded. The team was constantly fielding requests for data and could barely keep up with the high volume of questions coming in on a weekly basis. With so much time focused on these one-off requests, little attention was being paid to how consumer insights could impact the long term strategy. A change was needed.

After looking into several options, the team landed on KnowledgeHound due to the platforms ability to help users instantly find and analyze any existing question from their existing research. A business case was quickly pulled together by leveraging adoption and usage numbers from similar clients. Leadership approved and the team was off to the races!

The Results

By reapplying existing data across various situations, the team was able to squeeze more value out of their foundational studies – leading to a *30% reduction in total spending* and an improvement in the overall impact of insights on the organization.

By opening and exploring the data behind their research, the team discovered new insights that weren't included in the original final reports. This untapped level of exploration lead to the discovery if an *insight that impacted the future direction of a $1.4 billion product line!*

The broader marketing organization was able to go *from search to insight in a matter of minutes* with one brand manager claiming that "in 10 minutes, I was able to learn three new things about my consumer!"

OTHER WORLD-CLASS ORGANIZATIONS WHO ARE TURNING DATA INTO DECISIONS WITH KNOWLEDGEHOUND

Whirlpool CORPORATION

Allstate You're in good hands

P&G

DANONE wave

lyft