

LRW Delivers Efficient Brand Tracking Through Dapresy

Dapresy Pro saves LRW time and money by becoming the new platform for their tracking studies.



"Having the ability to not just show a chart but to tell a story in an infographic style really resonates well, especially with the Chief Marketing Officers. It's easier for them to relate to. It means people can instantly see they are getting value out of their brand tracking programs."

Scott Luck, Consumer Research Expert

ABOUT LRW

LRW (Lieberman Research Worldwide) is a full-service market research agency with a reputation for innovation in research. Approximately 40% of the company's revenues are derived from tracking studies, mostly brand trackers.

Recognizing the need to innovate and develop LRW's offering in this area, a new Tracking and Innovation Business Unit was established in 2012. Scott Luck, an experienced consumer researcher, was invited to lead the unit.

THE CHALLENGE

The Tracking and Innovation Business Unit (TIBU) inherited most of LRW's ongoing trackers. These were reported to clients through a variety of platforms. For Scott Luck the priority was to consolidate reporting on a single platform and address internal operational challenges.

He explains: "We were trying to tackle the time and energy we were spending in producing all this data, and at the same time, convert some of our large reports into something that was more visually pleasing and concise for C-Suite consumers of the data, who don't have time to wade through a few hundred PowerPoint slides every month."

The goals for the new platform were to:

- Simplify processes and cut out manual interventions when preparing each new wave of data
- Create standardize reporting while still allowing for flexibility when a custom approach is needed
- Replace the reliance of lengthy PowerPoint decks with reporting that would be quicker and easily understandable
- Alleviate consultants from quality checks and other onerous tasks to allow more time for generating insights and advising clients



“The experience of working with Dapresy has been fantastic. They are very vested in making sure that everything is successful. They understand our business and our objectives well, so I feel they are an extension of our team, in much like I hope we are seen in our client relationships. They’re a good, sharp team, working in our best interests, trying to make our lives as easy as they can.”

- Scott Luck

THE SOLUTION

After reviewing many potential solutions, LRW chose Dapresy Pro as a new consolidated reporting platform for its tracking studies.

Dapresy’s consultants worked directly with LRW to achieve its goals, automating the tasks around bringing in each new wave of data and creating the visual and dashboard-style reporting that Scott envisaged. Out went the lengthy PowerPoint reports that Scott sensed “often simply gathered dust,” to be replaced with highly consolidated summaries presenting the true insights and hot topics for clients to act on.

“There’s constant pressure for speed in getting key metrics and KPI’s in particular,” Scott observes. “So the ability to post something up right away is addressing that need, and it has been effective. Having the ability to not just show a chart but to tell a story in an infographic style really resonates well, especially with the Chief Marketing Officers. It’s easier for them to relate to. It means people can instantly see they are getting value out of their brand tracking programs.

ABOUT DAPRESY

Dapresy provides a highly visual data reporting software for market research and customer experience management. Market Research agency and enterprise professionals in more than 25 countries are using Dapresy Pro to deploy visually engaging dashboards to clearly communicate complex data from markets, users and customers. The company’s unique dynamic dashboards are individually tailored, deploying the right data to the right people at the right time. For marketers looking to move beyond PowerPoint and Excel, Dapresy is the faster and far more effective way to easily present market research and customer experience information from multiple sources in a manner that improves decision making. Founded in 2003, Dapresy has a headquarters in Sweden with a North American headquarters in Portsmouth, NH. The firm has several other client services offices around the globe. Learn more at <https://dapresy.com>.

OUTCOMES ACHIEVED BY DAPRESY

- Delivery times to clients are being reduced by 30%, allowing clients to respond faster to changes as they emerge
- On larger engagements, hundreds of hours are saved on checking data by reducing QA effort by more than 50%
- Consultants benefit from more time to focus on identifying topics from the data that are insightful and actionable for the client
- In one tracker alone, hundreds of different reports previously produced for 40 different national markets, are now presented as concentrated, visually engaging dashboards that highlight performance against key drivers and the competitive landscape
- Greater visibility for each brand tracking program within the client organization, especially at higher levels, and the value it provides