



Connect a worldwide network of insights teams

CREATING A VIRTUAL CENTER OF EXCELLENCE

One of the world's largest global food corporations needed to generate a vast array of consumer insights to prove their products' value to food producers, retailers, and operators. But there's no "one size fits all" solution to a model that requires such a decentralized global approach. Here's an overview on how this business' network of distributed insights teams leveraged a dynamic, and consultative partnership with aytm to build a virtual center of excellence that connected a worldwide network of insights teams.

CASE STUDY 2024



Challenge

- Infinite needs, finite resources
- A vast array of clients who cater to different markets across the globe
- Decentralized teams with disconnected insights



Solution

- A consultative partnership and an iterative approach
- An intuitive hub to connect teams across different regions and categories
- A virtual center of excellence to promote collaborative learning



Results

- Teams that teach one another how to gain more insights with fewer resources
- A shared dashboard that promotes and facilitates immense time savings
- Increased visibility, connections, and understanding among insights teams

“

We get to collaborate! For example, Latin America wasn't using aytm so we got to set up a time to show them our tricks and trade, talk about the business, and talk about research. We never get to talk about research enough. So, we're building our consumer insights global community.

CONSUMER INSIGHTS MANAGER

”