STANLEY
A brand of Pacific Market International

PMI's vision is to revolutionize the way people enjoy food & beverage everywhere. They used advanced technologies, materials and research to extend their brands into the future while remaining rooted to the past.

"Channel Signal is a great way for us to answer questions very, very quickly because there is a large, easily accessible data set. We can test hypothesis without going down the path of a full research project. It saves us time and money when we don't have to chase every fire that comes across our desks."
– Jon Bumgardner, Product Manager – Research Specialist

Avoid chasing one-off issues

o **Challenge:** When a one-off complaint came through—either via Customer Service or Sales Reps—there was no way to easily cross-check the complaint to see if other users were having the same issue.
o **Solution:** Channel Signal data is used to validate one-off complaints. If the issue is not present in product reviews, the Product team won't pursue a costly Engineering Change Order (ECO).
o **Result:** By referencing review data for a given hypothesis, the Product team avoids costly ECOs.

Develop what customers care about most

o **Challenge:** When developing new products, there was no large, easily accessible data set to see which features were most important to customers.
o **Solution:** The Product team references Channel Signal data to understand how much customers are mentioning specific product attributes.
o **Result:** The team is able to spend development dollars wisely on issues customers care about most.

Stay ahead of the competition

o **Challenge:** There was no good tool for benchmarking strengths and weaknesses against competitors from the consumers' perspective.
o **Solution:** By mining Channel Signal review data for specific words like "leaks" and looking at the rating delta from nominal, they can get a sense of how well they are stacking up for key performance attributes.
o **Result:** The team is able to easily understand strengths and weaknesses in the competitive landscape and then use that information in long term product planning to stay ahead of the competition.