

Walmart Data Ventures

Know Your Customer

Introducing: Customer Perception Research Services



Introducing: Research Services

Answer your most pressing business questions with Walmart Luminate Customer Perception Research Services. Our team of expert researchers can help fill in the gaps if you need additional resources or we can help you craft a project. It's a strategic relationship that can be tailored to meet your unique research needs.

Our research team can guide your projects through the survey design, programming, and configuration stages while maintaining focus on the most important goal: Targeting the right customers with the right questions to reap the most meaningful and actionable insights for your business.



There are many obstacles to gathering high-quality, first-party survey data – but there don't have to be

The Problems

- Limited capabilities:** A smaller-scale organization may not have a designated market analytics team, or any roles designated to the task.
- Low support capacity:** Limited in-house bandwidth restricts the resources needed to conduct research.
- High cost, low commitment:** Market insights reports can be cost-prohibitive at hundreds of thousands of dollars and offer a one-time service.



The Solution

Research Services can assume the market research role for your business and make things as accessible and low impact as you like—without compromising the quality of your project.

Our Research experts work closely with you to provide the resources you need, like survey design and programming support to help you gather first-party feedback without the heavy lift.

Leverage the power of the Walmart Customer Spark Community

The power behind Research Services is the same as what you already get from Customer Perception, without the hassle of having to create the project alone.

Gain feedback directly from verified and engaged customers that are crucial for your business. Learn about their purchasing habits, brand loyalty, and more to unlock deeper understanding about your brand and products.



✓
Verified Shoppers

✉
Invite Only

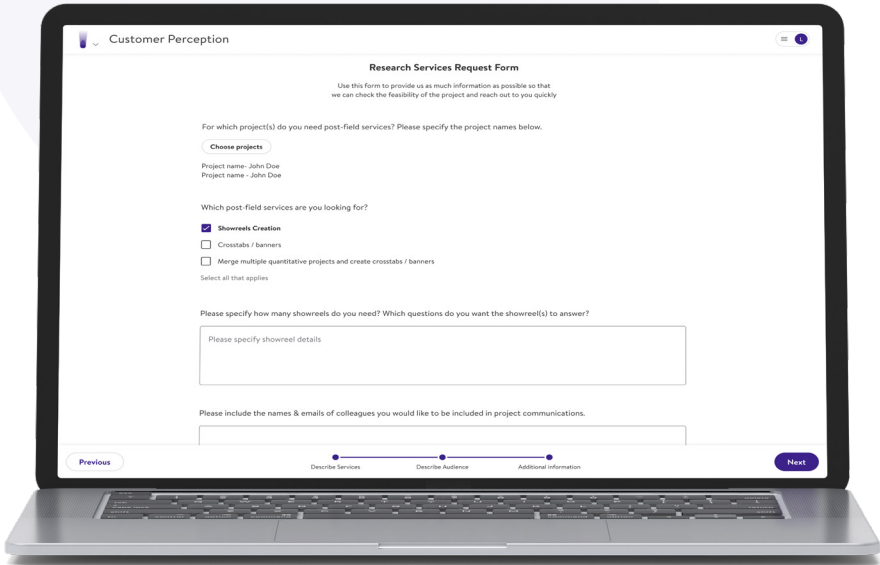
↓
Double Opt-In

🤖
Eliminates bad data from speeders, cheaters, and bots

30-40%
Avg. Response Rate

24-72
Hours
Average results time

Reach hundreds of customers with the click of a button—now with expert guidance



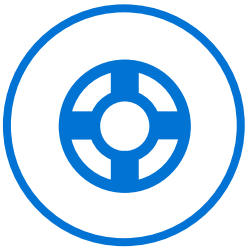
I need help getting started with writing my survey

Let's take your project to the next level by fine-tuning language or asking different types of questions. We can help you think through what questions to ask to get to the root of your business goals, or tweak your survey's flow by reordering questions and implementing logic to improve results.



Help me duplicate and re-run a past project

Our team can support you in asking the same questions to a different audience or dig deeper by adding new questions to a survey you have run in the past.



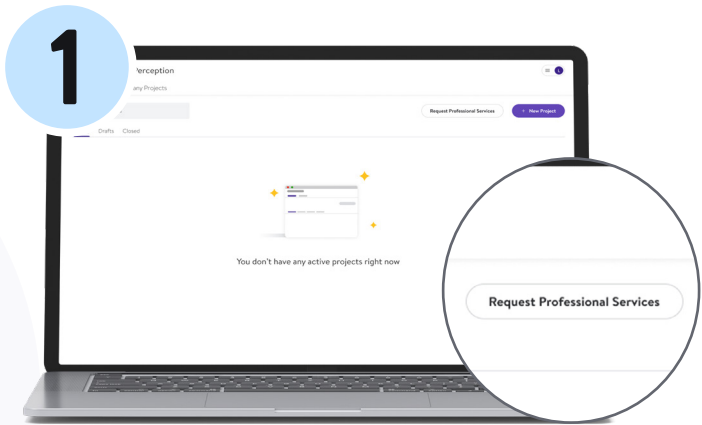
Other services:

- Qualitative showreels
- Dataset merging
- Crosstabs support
- Other support requests

If you have a request not listed here, just ask! We will review and help you consider your options.

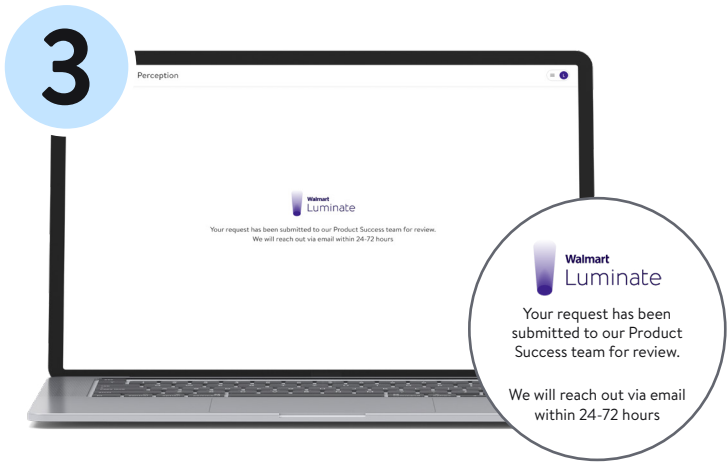
Requesting Research Services is simple and straightforward

Three simple steps is all it takes to launch a research project with our Research Team



Request Research Services
Create a new study or leverage a past one

Navigate to the **My Projects** tab within the Customer Perception module and click on the **Request Research Services** button in the top right corner.



Fill Out the Request Form
Tell us what you need

Give us the details, like the type of customer conversation you want to have, the number of surveys you want to send and to whom, a list of questions, and a completion date for your project. **Not quite sure yet? We can help you figure it out.**

Submit Your Request
We'll respond with a proposal

Our team of experts will be in touch with a project proposal. Once we align on the planned scope of work and expected outcomes, we will work with you to design, program, and activate your study. You will have the option to review and revise service requests at this stage before you commit.

Checklist: What we need from you

During the ordering process, you will have an opportunity to tell us who you want to participate in the research study, request specific types of survey add-ons, and send us a list of questions.

Before you begin, a few things to consider:

- ☒ What type of survey do you need help with?
- ☒ What do you want to investigate?
- ☒ How many completes do you want to achieve?
- ☒ Who do you want to speak to? Do you have audience segments you'd like to target?
- ☒ Do you have any questions in mind that you want to ask, or stimuli you'd like to show?
- ☐ Do you need additional services?
- ☐ When do you need your results?

Case Study: Solenis

When faced with the prospect of their products being delisted, this supplier leveraged Customer Perception to make the case for staying on Walmart shelves.



The opportunity

The US-based maker of pool and spa products fits in a uniquely seasonal space. The **implications of their spa assortment being removed from shelves could be devastating.**

Their main modular is relatively small—about four and half feet of shelf space—but it **represents almost the entirety of the brand.**



The approach

To make their case, Solenis worked with our research team to craft qualitative video **response questions, programming, and Showreels** after analyzing the results.

The data gleaned from the study confirmed that **spa customers liked the brand's affordability, availability, and the convenience** of one-stop shopping at Walmart.



The result

Walmart Customer Spark Community shoppers who were Solenis customers **expressed a high level of brand loyalty that would take them out of Walmart** to purchase these products, which Solenis leveraged alongside performance metrics and made a case to remain at a majority of Walmart stores. This **helped save the brand—all in about 7 days.**

Thank You

For more information or to get started, reach out to your Account Manager or the Account Services team.

If you are not a Charter subscriber, please reach out for a demonstration.



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