

CASE STUDY

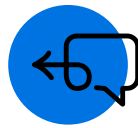
Unlocking electric insights for a traditional energy giant



ABOUT

Bellomy is a market intelligence agency that identifies strategic business implications for clients through non-traditional insights like behavioral and operational data.

WINS



Non-traditional Insights



Unexpected Verbatims



Agile, Speedy Time to Data

Challenge

A utilities company wanted to establish a stronger understanding of customer needs, service preferences, and priorities. With the use of Remesh, Bellomy provided a faster alternative to insight than their traditional research methods.

Solution

Remesh provided validation for the utility company's theories and questions in minutes, not hours or weeks. The company felt that Remesh took the inherent bias and extended timeline out of qualitative analysis by providing quick, but directional and quantifiable results. Remesh allowed access to more accurate, non-biased, and faster responses than previously used tools. Using Remesh, the company was able to accurately assign quantitative values to qualitative research for the first time.

Result

The utility company was surprised to find that customers were relatively disinterested with price, especially since most research suggests that this is a primary customer concern in the industry. Instead, the utility company found that customers valued respect, community presence, and personalized experience during their exchanges with the company.