

CASE STUDY

# Discovering Global Employee Truths.



## ABOUT SEVENSEAS

SevenSeas is a full service marketing research company, providing an integrated and seamless solution to international organizations. SevenSeas has assisted international organizations to do research in Japan for the past three decades, and takes pride in its deep understanding of multiple cultures and languages.



It is a solution that matches the needs of Japanese corporations, in an era where real time insights, innovation and workplace improvements, have become top priorities for management.

- Hideyuki Niwa, CEO

## Challenge

In an era where time to market is becoming shorter, SevenSeas sought to conduct swift and in-depth qualitative research to gain actionable insights and enhance innovation. In the employee engagement sphere, the increasing shift from customer to employee satisfaction also demanded the use of effective tools to pinpoint experience, engagement and productivity drivers in Japanese organizations.

## Solution

Remesh's interactive, AI-driven platform provided an ideal solution for real-time insight – the platform enabled management to actively participate in discussions while analyzing responses. Moreover, Remesh enabled multiple employees to provide their honest opinions on sensitive human resource issues, creating a welcome solution for organizations to increase employee engagement.

## Result

With Remesh, clients of SevenSeas have welcomed the ability to directly hear consumers / employees in their own words. Remesh's intuitive interface and A.I. also empowers SevenSeas's clients to rapidly plan their research process, analyze data collected, and derive insights that shape innovation direction and workplace policies. The result was an effective increase in client satisfaction.