HelloFresh

With the help of QuestionPro, HelloFresh conducts quantitative online surveys to develop an in-depth understanding of consumers and customers and to successfully design NPD and EPD.

Contact

Stefan Heyne

Global Team Lead Market Research

Solution

Market Research Solution

Challenge 1

Intuitive handling and high usability for all stakeholders - and not only for trained market researchers

Challenge 2

Ensure data quality and comparability of surveys in the company in times of agility

About HelloFresh
hellofreshgroup.com

Objectives

- Focus market research on content, quality assurance and complex projects
- Valid insights without stressing respondents with number of surveys

Challenges

- Intuitive handling and high usability for all stakeholders working with the application
- Ensuring internal quality requirements and standards with maximum agility

Overview

We had the opportunity to speak with Stefan Heyne, Global Team Lead Market Research, at HelloFresh Group, about his work with the QuestionPro market research platform. In addition to his opinion on working with QuestionPro, the main focus was on his assessment of how our survey technologies support HelloFresh in mastering the current internal challenges of agile and decentralized market research.

Objective

The objective in deciding on QuestionPro was to find a tool that meets the requirements of HelloFresh market research in that it can allow different departments and national companies to carry out market research projects quickly and independently in order to be able to focus more strongly on content, quality standards and complex projects, but without jeopardizing the company-wide quality standards and comparability of the data or jeopardizing the willingness to participate in surveys.

Challenge

The challenge was therefore, on the one hand, to find a platform technology that could be used intuitively by all stakeholders and at the same time create a high level of acceptance in the use of the software. On the other hand, when the software is used by different stakeholders, neither the data quality nor the comparability of the data suffer. Finally, care must also be taken to ensure that customers are not "annoyed" by too many similar surveys from different places and thus become survey-weary.

QuestionPro

Implementation

Due to the simplicity and high usability of the application of all QuestionPro's market research tools, HelloFresh is able to quickly and agilely carry out market research projects in-house and with its own resources according to the requirements of all departments, while at the same time meeting the demands for quality, comparability and willingness to participate.

The self-service approach is supported both by intuitive handling and by the use of existing, ready-made question types as well as the possibility of providing an in-house and central question library. These last two aspects also ensure that uniform question formulations and scales can be used throughout the company. The results are thus comparable across studies.

In addition, the integration of the QuestionPro technology with HelloFresh's internal customer relationship management system supports the self-service approach, as this makes it very easy, for example, to record required customer IDs, create quota characteristics and specifications, and perform targeting.

All in all, existing barriers among users to the creation and scripting of the questionnaire are reduced, while at the same time there is a high level of acceptance for the software - but also for the data quality collected with it and its comparability.

"Our requirements for a technological survey platform that enables us to let all stakeholders conduct surveys themselves with a clear conscience without compromising the quality and comparability of the results are absolutely met. This gives us in the Market Research team the capacity to focus our attention on individual studies, strategic analysis and content."

Stefan Heyne,
Team Lead Market Research

Overview of QuestionPro solutions:

- CCore Survey, Community and Experience Management Solution

- Worldwide panel (22 million)

- Consulting

- Incentive handling

- Advanced analysis such as cross tabulation, grouping and semantic text analysis

- Conjoint, MaxDiff, A/B testing and much more

Learn more

www.questionpro.de

For Market Research, the use of QuestionPro technology also means that, on the one hand, studies conducted throughout the company can be "monitored" with comparatively little effort. On the other hand, this also ensures that consumers and customers are not "penetrated" by different areas with similar and too frequent surveys, which would be detrimental to the willingness to participate in the surveys and their valuable findings.

This approach enables HelloFresh to get to know consumers and customers in depth and to effectively and efficiently incorporate this knowledge into unique customer experiences, agile new product developments, and successful new customer and customer recovery.

About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and wishes of our customers in the areas of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main areas of activity are Market Research, Customer Experience and Employee Experience.