

# Multinational hair care brand launches **best-selling product** with CX Bench

Identify pains and unmet needs in markets with hairy competition



# Business challenge:

**90+% of new product launches fail**

**Customers don't want to talk TO brands**

**... but talk ABOUT brands all the time**

**Are you listening?**



Benchmark your product experience vs competition  
AND understand drivers of good and bad performance

**POWERED BY REVIEWS FROM EVERY SKU IN MARKET**

## Business Questions

- How is my new launch performing?
- Is there a competitor going faster in the passing lane?
- Why do people like or dislike my product?
- What aspect of my product should I amplify?
- What guidance can I provide for improving CX?
- Are there hidden gems in my portfolio?
- What are the gaps in my competitor's portfolio?



# Some market questions can't be answered from a 100- or 1,000-person survey

The Hair Care market is fierce, with giants holding strong and disruptors rising.

New SKUs are launching at higher velocities, targeting unmet needs in the market and challenging incumbents.

A leading FMCG client wanted to understand how they can boost sales in their retailer channels with improved marketing and better targeted products via increased understanding of customer needs.

With so many SKUs across so many retailers, surveys and focus groups couldn't provide the detailed visibility they needed.



Enter i-Genie's CX Bench: Augmented Intelligence to understand CX drivers with data from every SKU in market

## The US Hair Care Market Can't Be Captured In A Survey

**1,919**  
Brands

**120,697**  
SKUs

**29,560**  
Product Launches Last 6  
Months

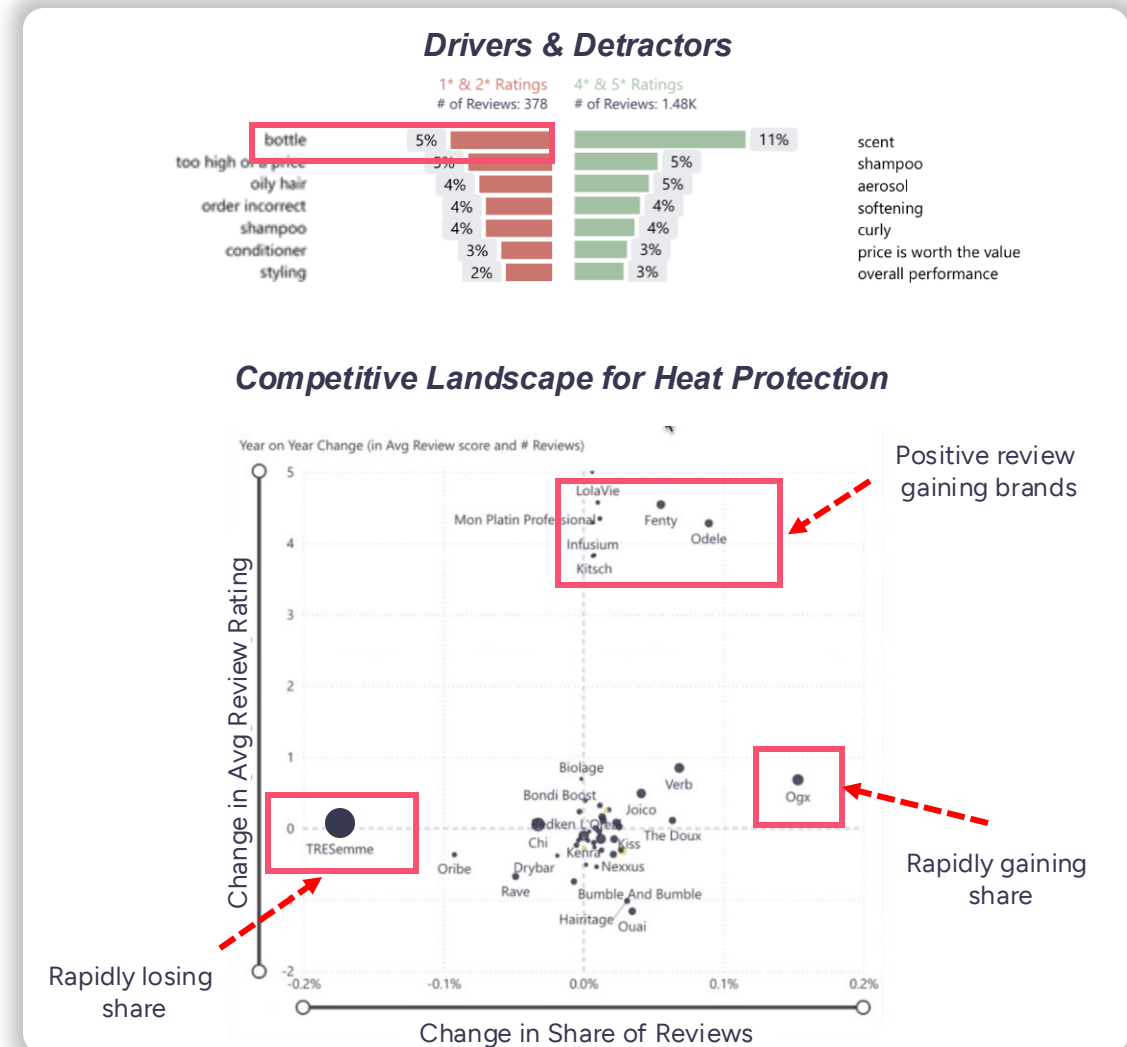
**2,203,106**  
Reviews

# Understand drivers of bad customer experience in your products and category and **unmet needs in the market**



**Whole market data** empowered the client to:

- Filter by pain points and by brand – and compare to the category overall – bottle is the biggest topic driver of negative reviews!
- Understand competitive landscape for product attributes like “gentleness”
- Compare multiple retailer reports in a single platform to diagnose retailer specific issues
  - Amazon, Walmart Ulta, etc. in US
  - Superdrugs, Boots, LookFantastic, etc. in UK
- Identify which competitors were investing in promoted reviews and how those campaigns were influencing consumer perception

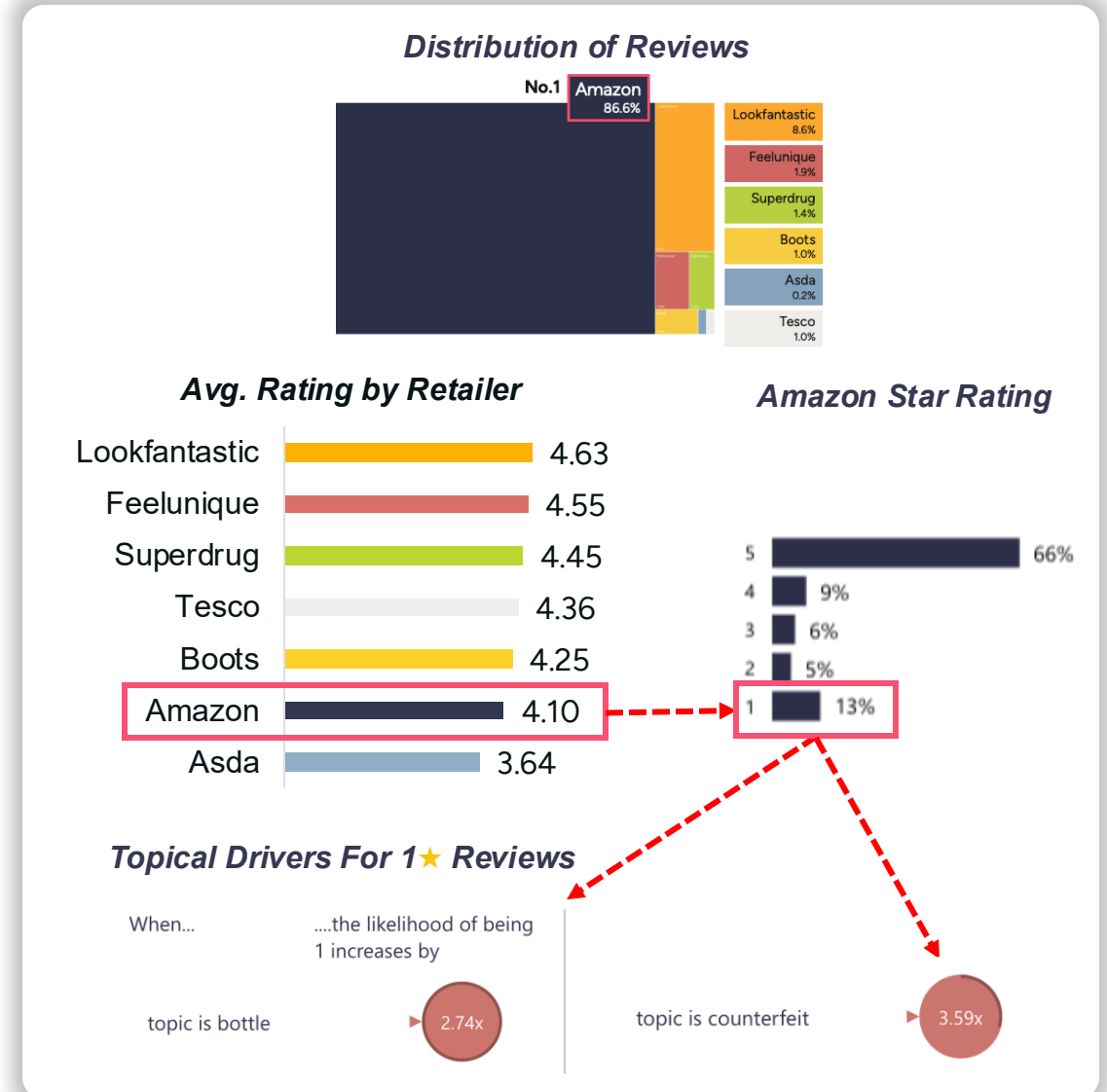


# Diagnose issues with their current product CX and took corrective action



## From **Insight** to **Action** - Fixing Unseen Issues

- Detected unusual negative reviews on Amazon, their biggest retailer, for packaging leaks and bottle issues
- Discovered the source was counterfeits, worked with Amazon to remove them and updated messaging highlighting "Authentic" SKUs
- Discovered shipping issues with another key retailer partner and worked with them directly to resolve



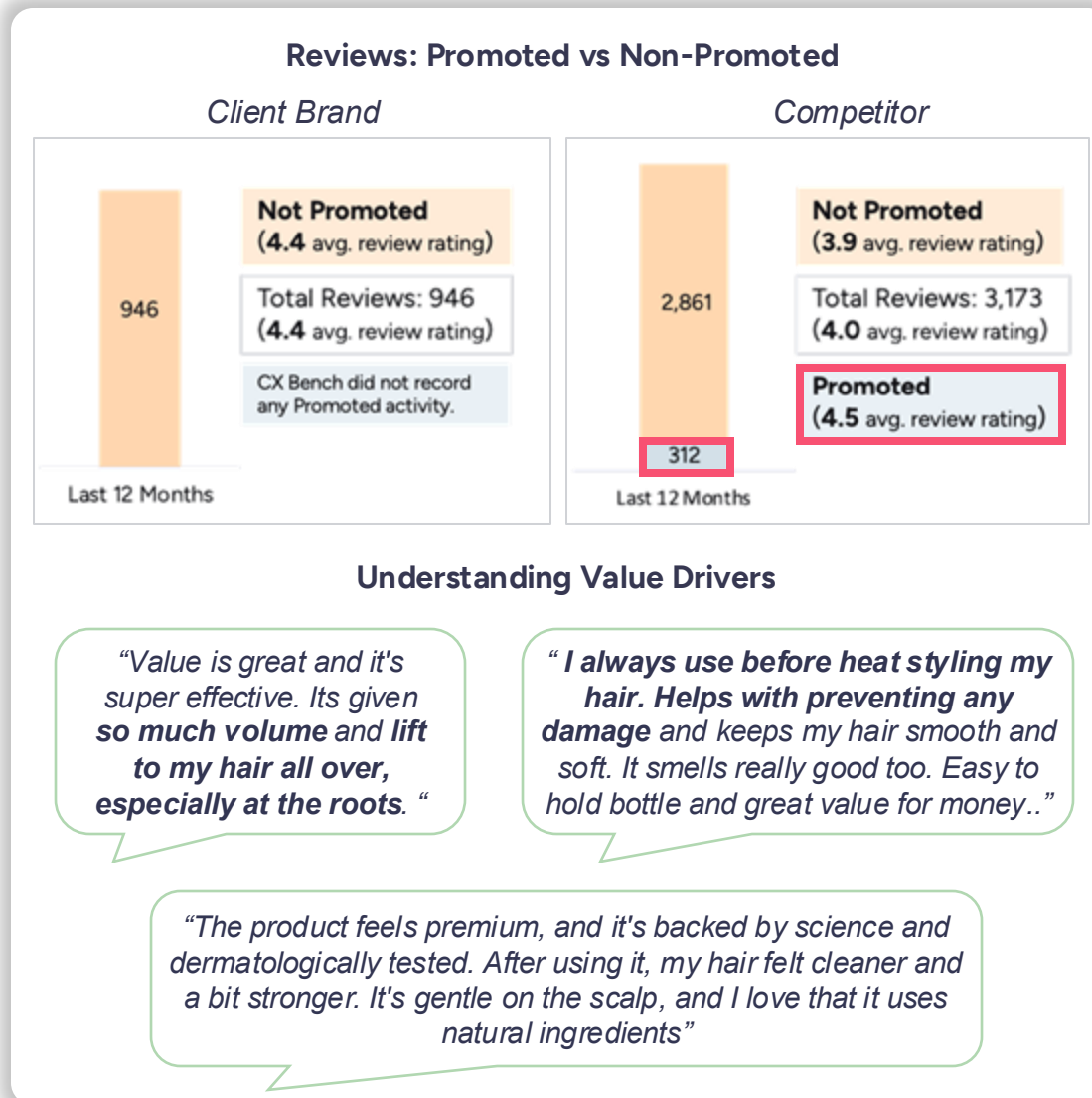


# Improve marketing messaging and strategy, driving sales lift



## From **Insight** to **Action** – Improved Messaging

- Learned from a competitor to invest more deeply in promoted reviews coordinated with cohesive storytelling
- Updated SKU messaging addressing new claims such as “lifting roots”
- Informed social media campaigns for a heat-protectant product based on benefit perception
- Revamped their “gentleness” messaging to be more science-based after understanding the attribute overlap in consumer perception
- And...

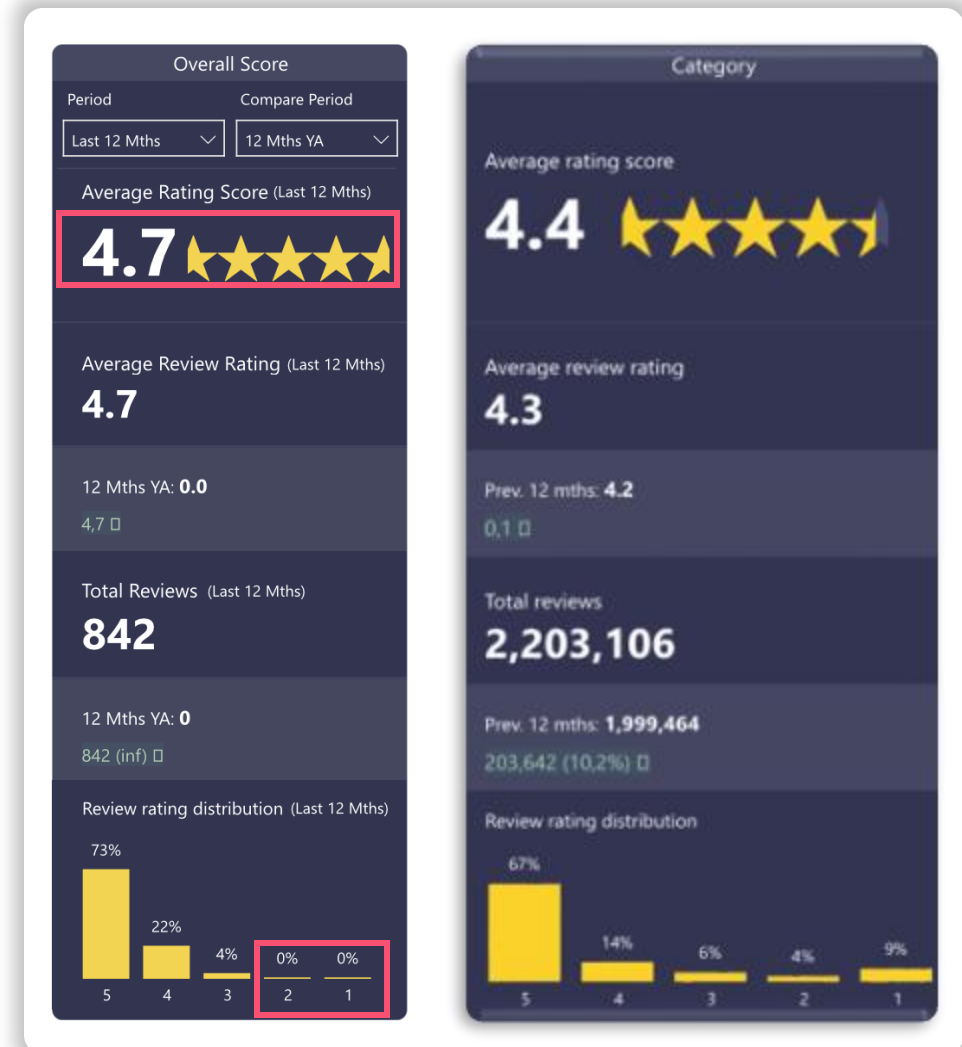


# Launch new top performing product – 4.7★ vs. 4.4 avg with no 1★ or 2★ reviews



From **Insight** to **Action**

- Launched a product tackling the unmet need of the first heat protectant that could be applied to dry hair
- The client knew immediately the product was a hit! They received the most customer review feedback 30 days after launch of any of their new products.
- The product had no 1★ or 2★ reviews – extraordinarily positive feedback!
- Marked as a “best-seller” on Amazon, further propelling sales by juicing Amazon’s discovery algorithm





# FASTER & CHEAPER & BETTER

## Faster

- Get advanced CX analyses in time to react to marketing or product launches
- Get insights earlier with larger review sample sizes
- Identify up-and-coming brands and products earlier with full market data

## Cheaper



- Less expensive than costly product feedback surveys
- Less expensive than competitors with full market data across every SKU
- Less manual data analyses with built-in NLP and Master Data Management

## Better

- Crawls 10,000s of product page URLs for comprehensive review feedback
- Expansive retailer coverage that you define
- Tracks all competitors and all SKUs not a limited subset
- Customized Master Data Management to segment the market the way you want

## What i-Genie customers say about us...

"We have enjoyed pioneering with i-Genie using their innovative cutting-edge tech tools, enabling fewer primary surveys to get to the hear of what consumers want and need. Their collaborative, responsive working style means that they are an extension of our team. Always eager for feedback and where possible adjust and customize to help us drive our business forward."

CMI & Analytics Director



**Are you looking for  
faster, cheaper, better  
product benchmarking?**

**Contact us at [info@i-genie.ai](mailto:info@i-genie.ai)**