Use Case:
Orange

toluna*

Challenge

• The head of consumer insights at Orange, a French telecommunications company, wanted to centralize research and make it more efficient for his team.

• The digital division of the organization had been conducting DIY research because they felt traditional approaches were too costly and timely. Our contact wanted to support this work and prove that research could be agile.

Solution

• To show the team how agile research could be, and empower them to do more, he provided them with a budget using a subscription-based model.

• Toluna conducted trainings with the Orange team to ensure they could act efficiently and independently on future studies.

• We also set up an online community to integrate qualitative insights in their research mix.

Impact

• The head of the consumer insights division was able to get the digital division's buy-in and convince them of the power of agile research. Now, the majority of projects go through the insights division in collaboration with Toluna.

• This research program received awards at the Trophées Etudes & Innovations by Offremedia