

Carhartt

Mutual Innovation and the Power of Evolving Together

The Challenge

Carhartt started running customer experience research 13 years ago, by mailing paper surveys. This highly manual method lacked efficiency, resulted in low response rates, and offered no opportunity to build brand affinity. In 2012, the company discovered MROCs (Market Research Online Communities) and worked with a market-leading provider for three years until Carhartt's evolution outpaced the capabilities of their provider. They couldn't easily make updates in their community, there was no mobile app offering, and the interface simply didn't reflect a 360-degree view of the company and what it stood for.

The Solution

In searching for a more innovative MROC solution, they found Fuel Cycle. The flexibility of Fuel Cycle's Market Research Cloud allowed the Carhartt research team to run heavily customized projects on the fly, update community visuals and activities with ease, and instantaneously deliver insights across the organization with Fuel Cycle's internal reporting dashboards - all for a price that was comfortably within budget.

The Results

Carhartt's research team found that without Fuel Cycle, they would either be functioning at 30% productivity or be forced to spend roughly 250% more budget on outsourcing to get all the work done. When asked to estimate the overall value of the partnership, Carhartt's Consumer Insights Manager, Robyn Ryden replied: "It's like asking for the value of a life vest... it's indispensable."



Fuel Cycle Product
Community

3x

more projects
completed with
FC

250%

Cost
savings

Areas of impact:

Product
Marketing
Retail

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- Robyn Ryden, Consumer
Insights Manager

The Fuel Cycle Difference:

Fuel Cycle exists to meet businesses wherever they're at, by providing easily customizable, innovative, and affordable solutions for every market research need. One of the biggest differentiators between Carhartt's experience with the past provider versus Fuel Cycle, was Fuel Cycle's ability and flexibility to innovate its product and offerings to meet Carhartt's growing needs. Just as utilizing the Fuel Cycle platform helped Carhartt evolve as a company, receiving and integrating feedback from the client helped Fuel Cycle evolve right alongside.