

King's Hawaiian

Hitting the Market Research ROI Sweet Spot

The Problem

After experiencing a decade of consistent growth in distribution and awareness, King's Hawaiian looked to identify a starting point for new and exciting ventures. But with traditional research tools, they couldn't gather insights quickly enough to keep pace with evolving customer needs. As a result, they took a few risks with new products that didn't perform as well as they had expected.

The Solution

That's when the company's Head of Consumer Insights, Troy Figgins, and his team discovered market research online communities. Upon launching their community, The Ohana Circle, the team quickly realized that it didn't just grant them always-on access to the pulse of customer interest they needed to stay ahead of changing behaviors and preferences. It also enabled them to leverage an extensive assortment of agile research methods and tools with the Fuel Cycle Exchange (FCX), resulting in a continuously evolving dialogue with their most important stakeholders.

"I don't know how we lived without Fuel Cycle... The breadth of research and value that you get out of online communities is unmatched. After a year, I went from a skeptic to a 100% evangelist for online communities"

- Troy Figgins, Head of Consumer Insights at King's Hawaiian

Initial Participant Goal:

1000

members

Current Ohana Circle:

4,000+

members

Ohana Circle 2020
participation rate:

97%

Tools used:

Conjoint.ly

Remesh

FastFocus

Community

Panels

Live

The Results

The team at King's Hawaiian began their community journey with 7 key goals in mind. Here is a snapshot of how they got there:

King's Hawaiian Goals:	What They Get With Community:
Understand ongoing customer interests	Ability to transition from a single large study per year to more frequent, agile research initiatives
Streamline process from question to answer	Quick turn insights from an always-on research hub with qualitative & quantitative analytic capabilities
Provide directional strategy to internal stakeholders	On-demand insights from customers to drive strategy for product and brand teams
Conduct more research in less time and at a lower cost	DIY capabilities to customize unlimited research projects at a fraction of the cost of full-service
Get a read on customer receptivity to innovation	Ability to introduce concepts to specific customer segments for high-fidelity input at multiple stages of product development
Interact with a variety of customers	Infrastructure that supports the full spectrum of research, from ad hoc with panel to longitudinal with niche audiences & everything between
Build a research process with easy maintenance and management	Options for DIY, full-service, or hybrid community management services are available and can flex based on need

Looking Forward:

Using Fuel Cycle's Community and FCX partner solutions, King's Hawaiian transformed their research process from:

- Infrequent > Frequent, Agile Research Studies
- Need for 100% Accuracy > Quick Directional Understanding
- Rigid, Expensive Projects > Cost-Effective, DIY Solutions
- Long, Drawn-Out Studies > Continuous Insights for Immediate Action

Internal demand for access to community insights has skyrocketed at King's Hawaiian, and the Insights team plans to meet this need by leveraging additional solutions via their Community. To meet the needs of King's Hawaiian and other customer-centric brands, Fuel Cycle is committed to continuous innovation that delivers agile insights at scale.