

M/A/R/C Research slashes Time to Build by 50% with Dapresy

M/A/R/C Research Cuts Time to Build and Deliver Interactive Dashboards for Clients' Brand Tracking Studies by 50% to 60%.



"We researched many dashboard tools, but Dapresy Pro was the best. The fact that the software was developed for and by researchers makes a difference. No other tool offers the visualization AND provides the hands-on table tool required by our clients. With Dapresy, we get the best of both worlds."

Randall Wahl
Chief Research Officer, M/A/R/C Research

ABOUT M/A/R/C RESEARCH

M/A/R/C Research is a marketing research and consulting firm, headquartered in Irving, TX. M/A/R/C designs and conducts custom qualitative and quantitative, traditional and online surveys. The firm is primarily known for measuring attitudes and behaviors to accurately explain and predict market share, revenue and bottom-line impact of a client's actions.

THE CHALLENGE

Brand tracking research requires time series reporting, moving averages, weighted data results and the ability to overlay data from multiple sources on the same timeline, such as sales and media/advertising activity.

A typical brand tracker can have hundreds of data points. This presents a tremendous challenge for researchers who want to quickly communicate the data in more engaging ways.

M/A/R/C Research's clients have diverse and often complex needs. For example, one client serving more than 100 different markets was in the midst of rebranding and wanted to perform both brand and health tracking – at the corporate and regional levels. It needed to track factors such as awareness, relevance of brand and its brand equity. In order to do so, it needed the creation of several hundred reports on a quarterly basis.

THE CHALLENGE CONT.

Prior to this, M/A/R/C Research was using an in-house built system that required the use of programmers to build and update dashboards. This proved to be time consuming and expensive, often taking a team of four (including two programmers) who spent 100 or more hours each to build an initial dashboard. This exercise was largely repeated each quarter as updates were available.

Because of this, the market research firm sought out a dashboard solution that was designed for end users and could be quickly built by small teams of market researchers; one that could combine client data and its own data from a variety of sources and then make dashboard findings easily accessible for a diverse group of stakeholders.

Among the solutions they evaluated were those that couldn't handle the types and amount of data required, and/or dashboards that couldn't be easily customized. Others appeared to be designed by programmers, and didn't have a friendly look and feel or offer ease of reporting.

THE SOLUTION

Dapresy lets users create their own interactive dashboards for [customer experience](#) feedback, [brand and awareness tracking](#) studies, [syndicated](#) tracking and large [ad hoc](#) research studies. It offers a user-friendly, dynamic way to design and deliver highly visual and engaging dashboard reports, and its infographic storytelling capabilities make data appealing and intuitive, as well as actionable and memorable.

Dapresy uses a drag and drop building environment with no programming required to easily create dynamic dashboards. With its free-form visual architecture, non-programmers can easily move infographics around, and the data follows. This saves time and provides the flexibility needed to keep users engaged and the insights relevant.

"Today, two of our market research staff can create a new dashboard in as little as a day, freeing up valuable time for programmers, and delighting clients" Wahl said.

"Instead of programmers running tables and analyzing data, Dapresy's user-friendly data mining capabilities allow us to get into the data more quickly and efficiently. And for clients who want the capability themselves, we can easily train them to do so. In fact, several clients are already running tables and answering their own questions instead of calling in each time for assistance."

Another benefit of the transition from inhouse to Dapresy is that programmers used to create one dashboard for in-house use and another for the specific client site. That meant creating, updating and maintaining two sites for each client. With Dapresy, market researchers and clients all have access to the same hosted system, reducing the lag in delivering and updating systems.

As a result of these innovations, Wahl noted, *"In the past, delivering our quarterly updates to clients may have taken two or three*

weeks. Today, we promise to deliver all of our updated dashboards to clients within five business days.”

In terms of user access, the old dashboards could be displayed on mobile devices, but the system was very cumbersome to use in those environments. Today, because Dapresy can be used in several environments, it is very common for field managers to access reports on their iPads.

Beyond this, to deliver [PowerPoint slides](#) to key stakeholders, M/A/R/C’s clients would have to request what they wanted and then the market research firm would build each report from scratch. Outside of the time involved, it created data integrity issues. With Dapresy, clients simply push a button and create instant PowerPoint slides, eliminating time lags and integrity issues.

“Another feature we value is the Templates Library, which saves us considerable time building and designing dashboards,” said Wahl.

Using this feature, Dapresy users can use prebuilt templates as well as create and re-use their own custom templates, further enhancing this capability. In addition, the Icons and Shapes Library is filled with thousands of icons and shapes that can be directly tied to data with animations and action alerts to provide a better understanding of how and what to act upon.

OUTCOMES ACHIEVED WITH DAPRESY

- Dashboards that took four people (including two programmers) weeks to produce can now be built by two non-programmers in as little as a day. Wahl estimates the average time to produce dashboards has been reduced by 50% to 60%.
- Clients can perform dashboard analysis themselves for instant results, saving time by reducing ad hoc requests and the support load at M/A/R/C.
- When needed, PowerPoint slides can be produced at a click of a button, saving time and ensuring data integrity.
- The Templates Library saves additional time building and designing dashboards.
- Dapresy was designed to be used on a number of platforms, including iPads, providing field managers with access to important information whenever required.



ABOUT DAPRESY

Dapresy, a Confrimit company, is a global provider of data analysis and visualization software for market research and customer experience management. Its SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads, to highly visual and interactive dashboards. Market research agency and enterprise professionals in more than 30 countries utilize the Dapresy platform to clearly communicate complex data from markets, users, and customers. Founded in 1999, Dapresy's global headquarters is in Sweden with North American headquarters in Portsmouth, NH. In addition, it has client service offices in Germany, United Kingdom, Bosnia and Herzegovina, and Australia.