Char-Broil

Char-Broil

Revuze Case Study

TRU-INFRARED™
TECHNOLOGY

Overview

This case study explores how Char-Broil, a leading innovator in charcoal grills, transformed its approach to consumer feedback by using Revuze's AI-powered analytics platform. With Revuze, Char-Broil was able to centralize its data, improve cross-functional collaboration, and make data-driven decisions more quickly and efficiently, ultimately enhancing its product offerings and consumer satisfaction.

The Challenge

Char-Broil, recognized for its iconic grills, faced challenges harnessing customer feedback in real-time. The company needed a more effective way to gather and interpret insights from customer reviews to respond quickly to dynamic market demand. While Char-Broil already collected Voice of the Customer (VoC) data, the lack of a centralized platform and manual data processing slowed decision-making and stifled the company's goal of building a data-driven culture.

Challenge #1
Real-time feedback collection

Char-Broil's existing system relied on manual data collection and independent VoC exercises conducted by product managers and engineers. This fragmented approach made it difficult to gather feedback in real-time and relay it to development teams fast enough to influence product innovation.

Challenge #2
Fragmented data and lack of a centralized system

The company lacked a unified platform to consolidate and analyze feedback from multiple retailers and competitors. Without a centralized customer review database, product teams couldn't easily access or act on critical insights.

"One of the key challenges is real-time feedback and being able to continuously get that feedback loop within an adequate amount of time."

Rob Hawkins
Senior Marketing Manager
Char-Broil

The Solution

Char-Broil implemented Revuze to address these challenges, providing teams with a real-time, AI-powered analytics platform that made customer insights accessible to the entire organization.

Revuze's platform helped Char-Broil:

- Formulate a more competitive strategy
- Improve consumer awareness and conversions
- Transform consumers into brand advocates by responding to their needs more efficiently
- Democratize data access and cross-functional collaboration

With Revuze, Char-Broil eliminated data silos, ensuring that all stakeholders—from product management and engineering to marketing, sales, and customer service—had access to real-time insights. This transparency allowed Char-Broil to develop a more collaborative approach to decision-making, with team members working together to create monthly review reports and a quarterly "Voice of the Consumer" review.

"Revuze allows us to dive deep into specific topics on current products. This helps us evaluate what we might be working on down the road and construct specific questions within our current research plan to refine further and enhance what consumers really want or are talking about."

Rob Hawkins
Senior Marketing Manager
Char-Broil

The Results

By leveraging Revuze, Char-Broil was able to transform its approach to customer feedback, making data-driven decisions more efficiently across the company.

Key outcomes include:

Improved Product Development:
With real-time consumer insights, Char-Broil could quickly address customer concerns and make adjustments to product design and marketing strategies based on customer feedback.

Enhanced Cross-Departmental Collaboration:
Revuze empowered multiple departments to access and act on consumer data, fostering a collaborative culture where insights were shared openly.
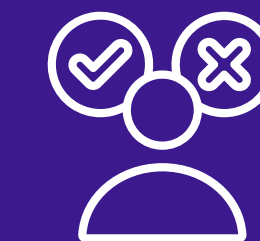
Faster Decision-Making:
Char-Broil no longer had to rely on time-consuming manual data collection processes. With Revuze's automatic summaries and analyses, the company could respond to consumer needs faster.

"It's great to have data, and it's also necessary to understand the implications to the overall organization. Revuze allowed us to take this to another level because we don't have to spend time mining the data and providing those summaries and analyses the platform offers us automatically."

reddot winner 2024
smart product

SEAR BURNER 900°

SMART PRECISION
APP CONTROL
TRU-INFRARED
TECHNOLOGY

TRU-INFRARED™
TECHNOLOGY