

# Dorel Juvenile

Revuze Case Study



## Overview

This case study explores how Dorel Juvenile, a global leader in juvenile products, used Revuze's AI-powered reviews analytics platform to enhance its approach to consumer feedback. By tapping into real-time consumer insights across multiple retailers and product lines, Dorel Juvenile improved its product offerings and streamlined decision-making across the organization. This enabled them to better serve its customers with safer, more innovative products.

## The Challenge

Dorel Juvenile, known for its popular brands like Maxi-Cosi, Safety 1st, and Tiny Love, needed a more effective way to analyze and utilize the wealth of consumer feedback they received. The company struggled to efficiently gather and interpret insights from reviews, particularly at the SKU level, which limited its ability to respond quickly to specific product concerns and customer preferences.

### Challenge #1

Fragmented access to consumer feedback

Before Revuze, consumer insights at Dorel were not easily accessible across teams. Feedback from reviews was scattered and not integrated into a central system, making it difficult for departments like marketing, product development, and quality control to stay aligned on consumer concerns or feedback.

### Challenge #2

Ensuring product safety and customer satisfaction

Dorel Juvenile needed a more efficient way to monitor consumer feedback, especially around safety and usability concerns. While traditional channels provided some insights, there was a growing need to address specific product issues in real-time to prevent negative reviews or potential safety risks. Without these insights, Dorel faced the challenge of missing out on early signs of product dissatisfaction, which could affect its brand's reputation and customer loyalty.

"We wanted to ensure that consumer feedback wasn't siloed and could be shared across the organization. [It] impacts so many different teams, from product development to quality and marketing."

"It's important to ensure we're listening to what customers are saying, particularly around safety. If we're not paying attention to these insights, we risk missing key issues that could harm the customer experience."

**Diane Meyer**

VP of Consumer Experience,  
Dorel Juvenile



## The Solution

**Dorel adopted Revuze to centralize and enhance its approach to consumer insights. Revuze allowed Dorel to gather unstructured review data from across different retailers and distill it into actionable insights that could be shared across departments, from product development to marketing.**

### Uncover Product-Specific Feedback

Revuze enabled Dorel to identify specific feedback for individual products, allowing the team to quickly detect issues such as quality concerns or potential hazards in their juvenile products. This was particularly crucial in ensuring product safety in a space where safety is non-negotiable.

### Inform Product Innovation and Development

With Revuze's detailed review analysis, Dorel's product development team could better understand what customers wanted. Insights from reviews helped them refine product features and even adjust messaging to better align with how consumers were talking about their products.

### Share Insights Across the Organization

Revuze democratized access to consumer insights, allowing Dorel's various teams—including marketing, product development, and consumer care—to access and act on real-time data. This ensured that feedback from customers was not confined to one department but instead became a resource for the entire organization.



**"Our quality team uses [Revuze] to determine if there is an issue. Being in the juvenile space, safety is of the utmost importance... We want to make sure we're always paying key attention to the reviews out there that are calling out potential hazards or potential issues that we might be having with our products."**

**"Do people use the word 'rotation?' Do they use the word 'revolving?' Do they use the word 'swivel?' What are the words that they're actually using, so that we can speak in their own language."**

**Diane Meyer**  
VP of Consumer Experience,  
Dorel Juvenile



## The Results

Dorel's partnership with Revuze allowed the company to centralize its approach to consumer feedback and become more responsive to customer needs. By accessing SKU-level data and sharing insights across the organization, Dorel was able to enhance product safety, refine messaging, and make quicker, more informed decisions that benefited both the business and its consumers.



Some key outcomes included:



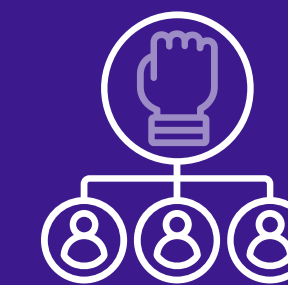
### Improved Product Safety and Quality:

Dorel was able to act quickly on safety concerns and quality issues, ensuring that their juvenile products remained safe and met high consumer expectations.



### Enhanced Consumer Communication:

By aligning product messaging with how customers spoke about their products in reviews, Dorel was able to communicate more effectively with consumers, increasing overall satisfaction.



### Cross-Departmental Collaboration:

Access to consumer insights was no longer siloed, allowing Dorel's teams to collaborate more effectively and make faster, data-driven decisions.

"We wanted to ensure that this isn't something that's [only] utilized by certain departments within our organization, that it's really cross-functional."