



# Pilot Pen

Revuze Case Study



## Overview

In this case study, we explore how Pilot Pen, a leader in the writing instruments industry, leveraged Revuze's AI-powered, post-purchase review analytics platform to create a more consumer-centric strategy. Through this partnership, Pilot Pen was able to gather detailed feedback, understand consumer sentiment at the category level, and make quick, data-driven product and messaging improvements related to the colors and other features of their writing instruments.

## The Challenge

Pilot Pen, known for its wide range of writing instruments, faced challenges in effectively analyzing and utilizing customer feedback. The brand had strong POS data and social listening capabilities, but it struggled to pinpoint product-specific insights at the SKU level, particularly when it came to customer reviews across multiple retailers.

### Challenge #1 Manually processing review data

Before Revuze, Pilot Pen's team had to manually scrape reviews from Amazon, track them in Excel, and attempt to identify trends and issues. This manual process was inefficient and prone to bias, as the team often focused on the most recent reviews or sought to confirm existing assumptions rather than discovering new insights.

### Challenge #2 Lack of SKU-specific insights across retailers

While social listening provided Pilot Pen with broad insights into consumer sentiment, it didn't offer the SKU-level granularity they needed. The team couldn't determine how consumers felt about specific products at individual retailers or track variations in feedback between different channels.

"Before we had Revuze, we were doing screenshots of our Amazon reviews and manually putting them into an Excel spreadsheet. That was not the most efficient way to garner information."

**Ariann Langsam**  
VP of Consumer Marketing  
Pilot Pen



## The Solution

Pilot Pen adopted Revuze to overcome these challenges and transform its approach to consumer analytics by tapping into the true voice of the customer (VoC). With Revuze, Pilot Pen gained access to a powerful platform capable of analyzing unstructured review data across retailers and SKUs.

### Identify Product-Specific Issues

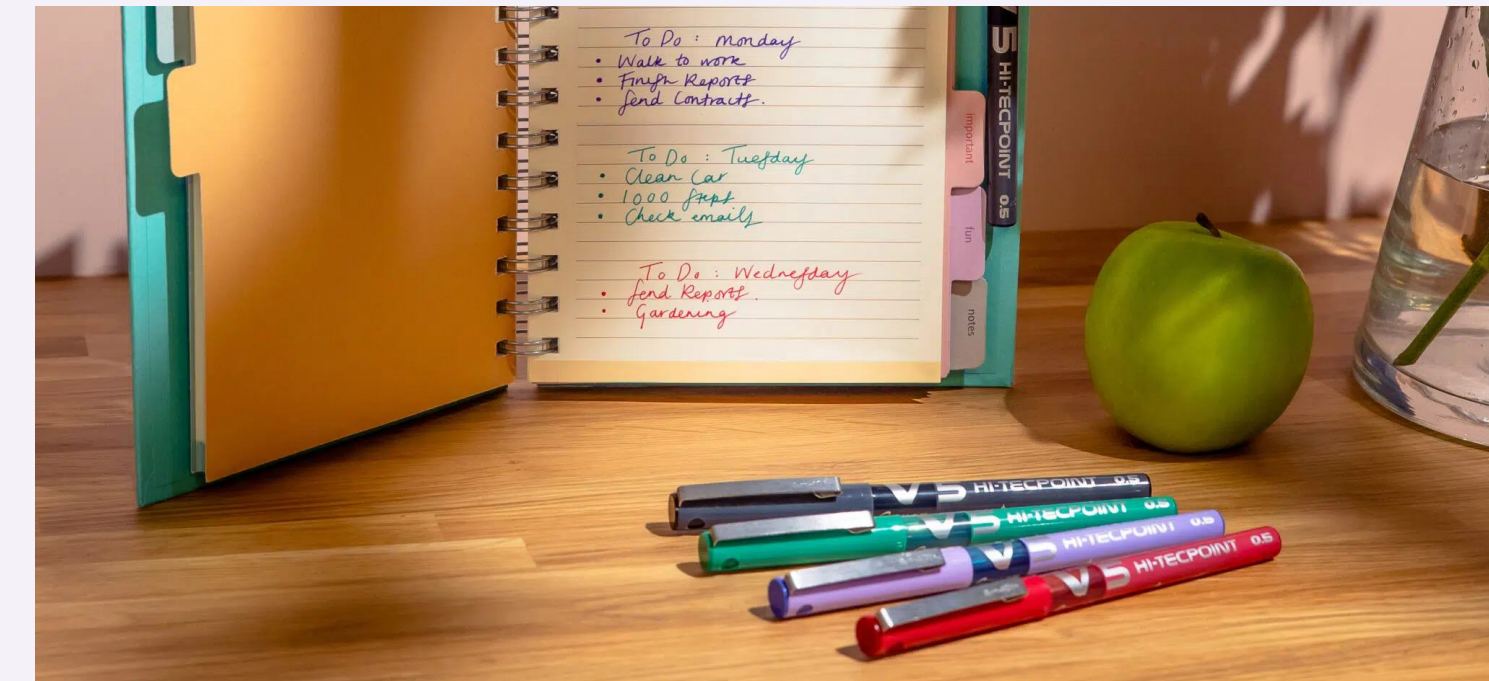
Revuze allowed Pilot Pen to detect problems tied to specific SKUs or retailers. For example, they identified that a particular type of notebook received negative reviews, which was initially perceived as a broader product issue but turned out to be retailer-specific.

### Capture Actionable Insights for Product Innovation

Revuze also enabled Pilot Pen to gather actionable insights for product development. Customer reviews revealed that consumers desired a "fancier" version of a popular pen, prompting the company to respond with a more premium product offering.

### Leverage SKU-Level Data

The ability to dive into reviews at the SKU level empowered Pilot Pen to refine their products. For instance, Revuze helped the team realize that a new ink color was not being perceived as dark enough, leading them to change the product's description to better meet consumer expectations.



"We looked and saw that the product had a high overall rating. It was specific to a certain kind of notebook, which led to communication about what's best for that type of notebook."

"We had social listening, but we really couldn't get to the method of what was going on with a specific SKU at a specific retailer. This helped us figure out if there might be an issue, if there was an error, supply issue, product issue."

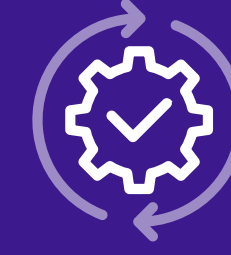
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## The Results

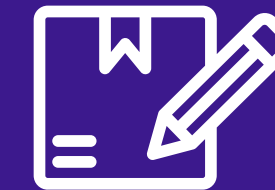
Using Revuze, Pilot Pen experienced a transformation in the way it approached consumer feedback and product development. The marketing team, now equipped with SKU-specific insights and category-level benchmarking, was able to make data-driven decisions more efficiently and accurately.

Revuze also enabled them to:



### Quickly Identify and Resolve Product Issues:

By analyzing reviews across multiple platforms, Pilot Pen was able to detect and address product-related issues more rapidly.



### Enhance Product Descriptions:

Revuze provided critical insights into customer perceptions, helping Pilot Pen refine their product messaging to align with consumer expectations.



### Improve Internal Collaboration:

With access to real-time insights.

"We use Revuze to make sure we're making our existing products better every step of the way."

