FOCALDATA

Virgin Media O2 uses Focaldata AI to unveil the future of entertainment

How Virgin Media O2 gained insights into customer preferences between PayTV and streaming

The challenge

Technological advancements, shifting consumer behaviours, and evolving societal trends are transforming entertainment, reshaping how content is created, distributed, and consumed.

Virgin Media O2 (VMO2), one of the UK's largest telecoms companies, needed deep insights into consumer motivations, preferences, and pain points across the entertainment landscape. This understanding was essential to align their strategies with customer preferences and uncover new opportunities.

However, they faced a critical challenge: Traditional surveys require researchers to pre-program answer options, which can introduce bias regarding which options to include and lead to less candid responses. This jeopardised the capture of authentic customer insights.

The solution: Focaldata's AI-powered market research

Using Focaldata's powerful AI qualitative engine, VMO2 conducted in-depth, conversational interviews with real respondents from targeted consumer segments. From brief to completed interviews took 48 hours, with data instantly available for querying in AskAI, driving rapid insights.

200 interviews	**30** minutes average length	**900** pages of rich quality data

With Focaldata, VMO2 answers critical questions rapidly, setting new industry benchmarks

10 new product innovations crowdsourced from customers	**6** consumer trends mapped to specific customer segments	**5** key reasons found for why consumers prefer live sports over streaming

> **"**
>
> *Focaldata AI did more than provide valuable insights into customer preferences, it also greatly improved our research practices. The AI powered, in-depth analysis has empowered us to make rapid, data-driven decisions, ensuring we stay ahead in customer satisfaction and innovation.* **""**
>
> **Claire Rainey**
> Head of Insight, Virgin Media O2

AI-powered, end-to-end research delivering rich qualitative data, easily queried in natural language

- VMO2 used Focaldata's AI co-worker to create a 30-minute discussion guide. It then conducted interviews with real consumers, capturing high-quality data and deep insights into their viewing habits. Focaldata's industry-leading AI streamlined the entire process from end-to-end, significantly reducing manual work and allowing the insight team to focus on new research goals and expanding their impact.

- AskAI, Focaldata's powerful analysis engine, allows users to query research results using natural language. It helped the VMO2 team analyse real consumer language to discover key themes and quotes, suggesting messaging that VMO2 used with target consumers, significantly reducing the time and resources needed for qualitative research.

Business decisions driven by AI interviewers' power to record consumer language

- Focaldata AI's ability to capture deep and authentic consumer responses allowed VMO2 to discover a new dimension of the PayTV value proposition that hadn't been seen before in their research. This has sparked new discussions among internal stakeholders. The enhanced understanding is attributed to Focaldata AI's ability to eliminate bias from survey methodologies, capturing depths of insight that were previously unattainable.

- Focaldata AI not only provided insights into VMO2's customer preferences but also enhanced their research practices. Its in-depth analysis has enabled rapid, data-driven decisions, keeping VMO2 at the forefront of customer satisfaction and innovation.

Why Focaldata AI

Focaldata AI works with the world's leading brands like Virgin Media O2, Nestlé and Medtronic to simplify and accelerate their entire research process from start to finish. Its AI co-worker supports every aspect of research, from planning and moderation to analysis and presentation.

Focaldata AI conducts hundreds of high-quality interviews with your target audience, faster and cheaper than traditional methods. AskAI then helps you explore the data to rapidly uncover top findings, themes, and quotes from different segments. It offers tailored solutions based on customer needs and objectives, regardless of data source, market, language, or tools.

Accessible anytime, anywhere, it enables top-tier research that scales operations tenfold. With Focaldata AI, teams can say 'Yes' to more insight requests from brand, innovation, and product stakeholders.

To discuss your business challenges with our expert team, visit **focaldata.com** or email us at **contact@focaldata.com**