

CASE STUDY

# Real-time truth drives innovation.



## ABOUT CSPACE

C Space is a global customer agency that builds customers into the ways companies work. With some of the world's best known brands, C Space delivers on Customer Inspired Growth. By building ongoing relationships with customers, brands can stay relevant, deliver superior experiences, and build loyalty.



“Almost every one of our clients for whom we've designed and run a Remesh session has wanted to do it again. We're grateful to have this company as a partner and this platform as a core capability that we can weave into our larger set of services.”

## Challenge

C Space was looking to conduct an effective two-day innovation sprint with one of their global clients, a major personal care products manufacturer. C Space needed a way to create a methodology for ideating possible new products that would swiftly deliver actionable results.

## Solution

Using Remesh, C Space was able to get immediate qualitative feedback from hundreds of consumers, which would normally have taken months to do with traditional focus groups. The amount of data generated in the one-hour Remesh conversation would normally take weeks to analyze, but the artificial intelligence and natural language processing components of the Remesh platform helped C Space to quickly identify key insights.

## Result

After implementing Remesh into their client's creative process, C Space was able to deliver clear, actionable results to workshop participants, who could then focus on refinement and optimization of the best-performing concepts. The whole process from ideation to selection of top-performing concepts, took two days, allowing C Space's CPG client to greatly speed up their innovation cycle, while also increasing the quality of their product decisions.