



verizon

CASE STUDY

Empowering Agile Insight: How Verizon Value Unlocked Speed, Scale, and Savings with Studio

"The speed and agility this platform offers is great, and the high caliber and diverse moderator pool has cemented Studio as our first choice over traditional agencies when it comes to qualitative research."



Jeff Ulmes, Senior Director Customer & Product Insights

IMPACT & OUTCOME

THE CHALLENGE

As a "house of brands," Verizon Value's marketing and insights operations needed to be as nuanced and multifaceted as the brands they support. Verizon Value, a rapidly expanding arm of Verizon's business portfolio, encompasses eight distinct prepaid brands—each with its own unique voice, value proposition, and customer base.

To keep pace with business growth and meet rising internal expectations, the Verizon Value insights team was tasked with delivering fast, high-impact insights across a complex ecosystem.

THE SOLUTION

To meet these demands, the team needed to unify their insights approach and enable rapid, consistent access to high-quality qualitative research capabilities. Verizon Value engaged with Studio as a central solution to support their qualitative research needs across its prepaid brands. Studio provided a single, streamlined platform where all team members could access top-tier research talent, launch projects quickly, and scale efforts as needed.

01

TIME SAVED

Sourcing and project kickoffs that once took weeks or months now happen in days, thanks to Studio's pre-vetted expert pool and automated workflows.

02

MONEY SAVED

Leveraging freelance researchers over traditional agencies and reducing platform redundancy resulted in substantial cost efficiencies across the team's research budget.

03

IMPACT ACHIEVED

With Studio, Verizon Value was able to meet the ask for a modern, agile, insight-driven organization—delivering deep, actionable learnings at the pace of business.



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