Consumer Insights Manager

The Consumer Insights Manager uncovers and interprets consumer behaviors, motivations, and preferences to inform brand, product, and marketing strategies. They deliver data-backed insights that drive customer-centric decisions across the organization.

PROFIL

- **Influence:** Shapes strategy with deep customer understanding
- **Decision Maker:** Leads consumer research tools, vendors, and study design
- **Metrics and Targets:**
  - Consumer Sentiment Score
  - Insight Utilization Rate
  - Campaign Resonance Metrics
  - Brand Perception Shift
  - Customer Journey Understanding

TOP 5 PRIORITIES

- **Understand Customer Motivations –** Reveal what drives behavior, loyalty, and decision-making
- **Track Brand Perception –** Monitor how customers view and relate to the brand
- **Guide Product Innovation –** Align new offerings with real customer needs
- **Support Targeting & Messaging –** Validate personas, tone, and positioning
- **Advocate for Customer Voice –** Bring customer perspectives into business planning

TOP 5 CHALLENGES

- Translating data into clear narratives
- Gaining buy-in from non-insight stakeholders
- Measuring emotional and subconscious drivers
- Fragmented feedback
- Proving ROI of insights-driven decisions

NEEDS

- **Qualify & Quantify Research Tools:** Combine surveys, interviews, and behavioral data effectively
- **Persona Validation Platforms:** Refine customer profiles with real-world data and feedback
- **Journey Mapping Software:** Visualize consumer experiences and identify friction points
- **Insight Activation Dashboards:** Share stories and data across teams for immediate application

MOTIVATION

- Influence strategy through customer truth
- Create more human-centric brand experiences
- Elevate the role of insights in decisions
- Understand the "why" behind consumer behavior

Discovery Questions

- Approach: "How do you currently gather consumer insights?"
- Tools: "What platforms help you understand customer sentiment and behavior?"
- Personas: "How often do you validate or update customer personas?"
- Impact: "How are insights used to shape brand or product decisions?"
- Journey: "Do you map and track the full customer journey?"
- Storytelling: "How do you communicate insights across the organization?"
- Challenges: "Where do you face resistance to using insights?"