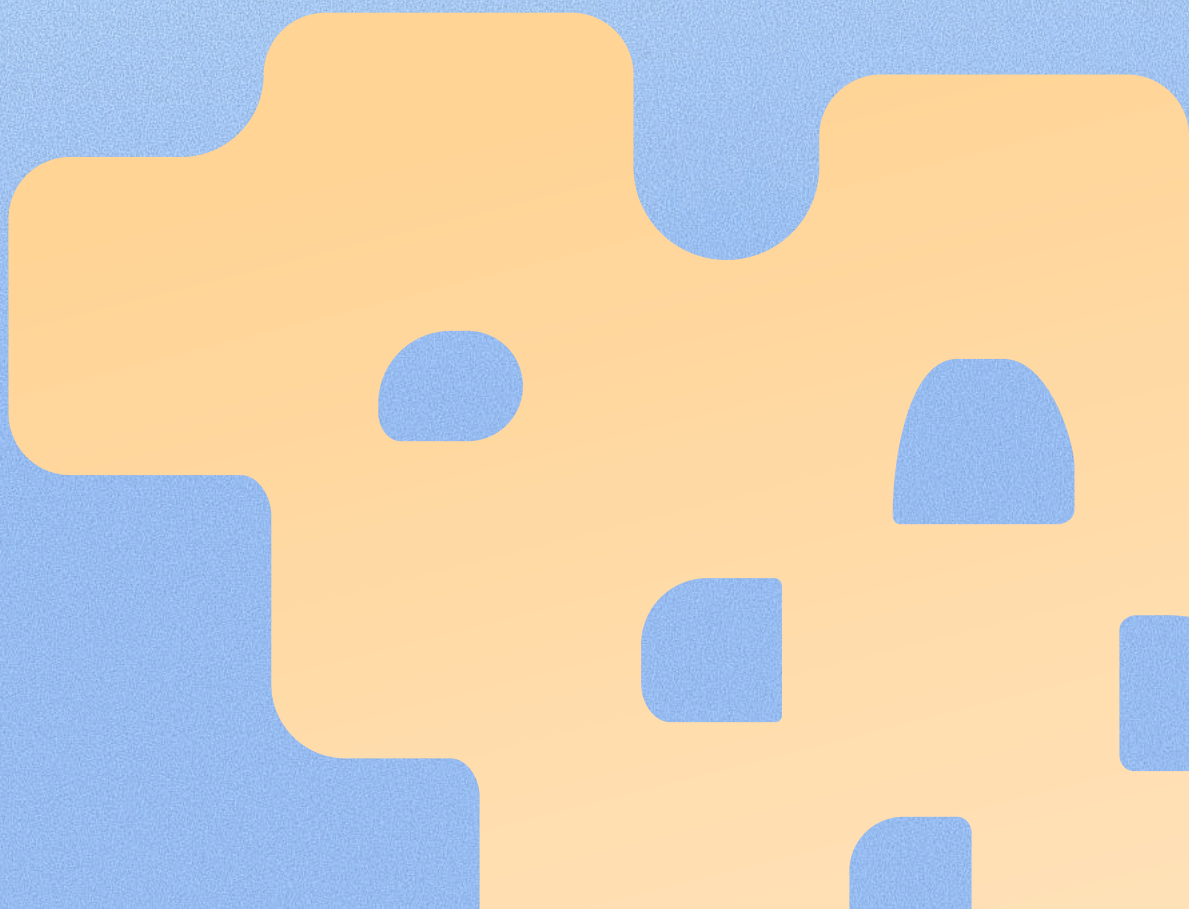




# Make Customer Insights Impossible to Ignore

How top teams use Marvin to share research and influence product decisions



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# Introduction

Research teams have done the work. They've run the interviews and found the "aha!" moments. Now what?

Despite research teams collecting more customer feedback than ever, many non-researchers only look for insights if they're in a pinch. They value research, but don't know where to find it. It enters conversations late, under pressure, or not at all.

When insights aren't visible, research feels like wasted effort and is harder to justify. So, we tapped into Marvin's customer community to find out how the most successful teams build research workflows that get the right insights to the right people at the right time.

Read on to find out when, where, and how they do it. This is your guide to making customer insights a natural part of **every** product decision.

## What we'll explore:

The page features large, stylized orange shapes on the left and right sides that resemble interlocking gears or puzzle pieces. The left side has three main shapes, each containing a white number (1, 2, 3) and a corresponding text block. The right side has a large gear-like shape.

**1** **WHEN** do teams need customer knowledge?

**2**

**WHERE** should you share customer knowledge?

**3**

**HOW** do you make research actionable?

# 1. When do teams need customer knowledge?

Timing is everything, especially when it comes to planning the roadmap. Product leaders need insights before they spend money building something no one wants.

To get your product team involved in customer research, you need to meet them on their own timelines. Here are the three phases where you can have the most influence:

## Before a project

The earlier your product teams sees the data, the better they can understand customer needs. But if every question requires a researcher's help, your peers may feel so slowed down that they just stop asking.

With a self-serve customer insights hub like Marvin, teams can ask questions independently. They get answers in the moment when they're making decisions.

**Mahad Bullo**, Senior Staff Researcher at **Included Health**, saw the impact immediately. "We had a lot of people do a lot of amazing research, but it was lost to the world," he says. "Now it's not lost because we have a repository tool."

With all your customer feedback in one searchable system, every project can start with real evidence. Your product and design peers can find exactly what they need, when they need it. They can get answers on their own without waiting for you.

They don't need to be experts to find valuable insights. With Marvin, they can use filters or just type a question to get answers.

To make this possible, Mahad uses AI labeling in Marvin to organize data quickly and accurately. He spends the time he saves to coach his team on how to ask better questions and get even more value from customer insights.

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**Mahad Bullo**

Senior Staff Researcher at Included Health

Since Included Health moved to the self-serve model for insights, Mahad observed that:



Product managers easily track the frequency and timing of requests.



Marketers surface customer testimonials instantly.



Designers hear exactly what customers need.



Senior executives explore reports, interviews, and data across teams.

## During the build stage

Ideally, every product and feature release is grounded in real customer evidence. At Included Health, Mahad ensures this happens by helping his peers combine surveys and interviews directly within their workflow. They track patterns across releases in real time.

If a team needs fresh answers fast, they use Marvin's AI Moderated Interviewer. Participants can join on their own time, and the AI conducts the interviews based on a discussion guide. This removes the "research bottleneck" and optimizes the process so product, design, and engineering teams can gather feedback quickly enough to act on it.

"We've gotten to the point where we can do a study within a week," Mahad says.

## At regular touchpoints

Most of your teammates don't have a clear view of all the research you're doing. When they need insights, they only focus on their most pressing task. They may miss bigger trends that could shape the future of the product.

You can help them get ahead of this risk by sharing a steady drumbeat of insights with everyone. When you send frequent updates via email and Slack, you ensure that customer knowledge consistently inspires great thinking.

Sending regular updates shouldn't become an additional, time-consuming task on your ever-growing to-do list. Create a short template, drop in your favorite insights, then hit send. Marvin customers can set up an automatic biweekly newsletter that curates their latest insights reports so they don't even have to think about it.

Even better, your peers will love the sneak peek into your customers' world. Twilio's internal research newsletter, for example, has an 80% open rate because it only takes four minutes to read. It's a low-effort way to keep research at the center of every conversation.

The secret (again!) is timing. Sync your research touchpoints with important milestones on the product roadmap so everyone gets customer feedback right when they need it.

## 2. Where should you share customer knowledge?

Most likely, you store all your insights in dedicated research tools. But, non-researchers rarely use or have access to those tools. If you want people to use your research, share it in channels where they already work.



**Lacey Selvagn**, a product design lead at **Field Nation**, regularly shares research updates in Slack so her peers stay informed without having to ask.

"The amount of effort I put into sharing, analyzing, and making insights actionable is just a fraction of the time that it was before because of the AI," she says. "My favorite thing is being able to pull the summary of something after the call and post it in Slack."

Updates arrive where projects are discussed, not weeks later, buried in reports. The design team spends less time compiling insights, while everyone else stays informed as work progresses.

At **Xcel Energy**, product managers tag usability issues during moderated sessions and curate video clips of the user feedback. They share these directly to the team through Jira tickets. Developers can hear customer complaints in their own words within a tool they already have access to and use. It builds instant empathy and cuts out all the back-and-forth communication so they can focus on building a better product for everyone.

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**Lacey Selvagn**

Product Design Lead at Field Nation

# 3. How do you make research actionable?

When research is hard to understand, it stays buried and unused. A 20-page report might look like "rigor" to a researcher, but it looks like "homework" to a busy product manager.

**Susana La Luz-Hawkins**, Sr. Director of XD Research & Strategy at **Best Buy**, explains, "If it's not digestible, there's no way for it to be meaningful."

For your research to have an impact and get others to take action on your insights, share your findings in interactive formats your team can't ignore.

Quick summaries, short audio recaps, and simple slides help your team quickly and intuitively connect to your research.

**Wave's** researcher **Josh Litwin** explains how this benefits his non-researcher colleagues: Instead of having to read every single interview and analyze every single thing, they can get answers from research very quickly. Once Josh shows them how to look for insights, they can quickly surface them using Marvin's AI.

As a result, more people can be involved in research.

When you offer different ways to consume research, you make it much easier for your insights to travel across the company.

**"If it's not digestible, there's no way for it to be meaningful."**

**Susana La Luz-Hawkins**

Sr. Director of XD Research & Strategy at Best Buy

## Highlight reels

As mentioned earlier, watching your customers on video is a powerful way to empathize with their challenges.

**Twilio's Kate Pazoles** always reminds her research team that listening to customers doesn't always come naturally to their non-research partners.

"It's really important to keep it as simple as possible," Kate says. "Marvin lets you capture all of those insights so you don't have to be worried about what's going to fall through the cracks because it's all in there."

Whenever they can, **Twilio** researchers invite stakeholders to shadow their process by watching Marvin live streams of customer interviews. They join and stay as long as they want, without interrupting the conversation. If they can't attend live, they always have access to recordings, clips, and highlight reels.

When you combine relevant clips into highlight reels, teams can unearth patterns across dozens of user requests. One highlight reel quickly becomes dozens of powerful statements, all showcasing the same pain points or revelations.

We heard the same thing from product managers at **Xcel Energy**: When their engineers see a user struggle in feedback sessions, they can immediately understand what the user is going through.

## Cross-channel collaboration

We hear from research teams in our customer community that they're often being asked the same questions again and again. Instead of answering one-off questions every time, respond in a public forum, such as within your searchable insights hub or Slack and Microsoft Teams chats. When you answer a question in a shared channel, everyone benefits. Sharing research nuggets gives everyone a chance to stay informed before they make any major decisions.

Find the specific Slack or Microsoft Teams channels where projects are already discussed. This keeps your updates targeted so people get the insights they care about without extra distractions.

If you aren't sure how your peers prefer to consume this information, just ask them. A quick survey can help you determine if they'd value a weekly Slack snippet, a short video recap, or a monthly slide deck.

By tailoring your delivery to their personal preferences, you ensure that customer insights are impossible to ignore.





# Ready to make your research go even further?

Deliver customer insights to the right people, at the right time, and in the right format with Marvin.

Turn scattered customer knowledge into shared understanding that the whole company can act on. By bringing together a central insights repository, powerful AI, and human-centered research workflows, Marvin helps teams at the world's most loved companies and brands create better products, get to market faster, and deliver exceptional experiences for their customers.

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