EMERALD
RESEARCH
GROUP

FATHOM

Emerald Research, founded in 2019 by a group of ex-Microsoft employees and senior consultants has rapidly established itself as a market research leader specializing in Insights and Analytics for the tech sector.

Emerald's unique approach combines deep technology knowledge with a method-agnostic strategy, providing tailor-made research solutions that drive tangible business outcomes.

Eric Knoben, Partner at Emerald Research Group, explains how Fathom Text Analytics has revolutionized their work, and why they continue to choose Fathom as their Text Analytics Partner.

Fathom is a text analytics platform that combines the most powerful AI, with expert human supervision.

Fathom cuts open-ended analysis time by 75%+ while delivering the highest quality text analytics, for research agencies and teams who require the best.

Fathom has processed more than 25+ million verbatim responses with the highest level of customization and coverage.

Leading research agencies leverage Fathom for unparalleled detail and nuance from customer feedback and open-ended survey questions.

Challenge

Emerald needs accurate & detailed insight from open-ends to identify product & revenue opportunities for their clients.

Emerald's clientele includes many of today's largest tech companies.

Their customers need strategic insight into specific product experiences, customer behaviors, associations and drivers of satisfaction, revenue and churn, that go beyond surface-level responses.

Emerald has always known the key is in open-ends.

But traditional methods and other text analytics tools have fallen short in providing the nuanced, actionable insights needed.

Solution

Fathom transforms verbatim responses into nuanced themes, accurately codes data, and enables new kinds of insight.

Emerald leverages Fathom to transform unstructured open-ended survey data into structured, actionable insights.

Fathom stands out for its precision and ability to handle nuance and context, addressing the limitations of other text analytics tools.

Fathom ensures that human supervision complements its AI capabilities, delivering the highest accuracy and trustworthiness.

Emerald now seamlessly integrates qualitative and quantitative data, rapidly deriving insights from sets of 10,000+ open-ended responses, within the quick-turn timelines Emerald's clients expect.

This capability boosts their ability to deliver high-impact, timely recommendations to clients.

Eric Knoben, Partner at Emerald Research Group, explains how has revolutionized their work.

Unlocking Efficiency and Accuracy

Fathom's platform effortlessly codes thousands of open-ended responses to the highest level of quality, significantly improving workflow efficiency and accuracy.

This opens net new insights and advanced analytics capabilities, with the added bonus of freeing Emerald's team from manual coding.

"Fathom has transformed the way we handle open-ended data. The automation and accuracy they provide empowers our team to unlock insights and methodologies previously unavailable, while elevating our team to dedicate more time to servicing our valuable clients."

Enhancing Insight Generation

By combining telemetry data with Fathom coded open-ended responses, Emerald illustrates the direct impact of customer experiences on business outcomes.

For instance, they identified through open-ended data that a segment of users having specific experiences with a given feature drive 3x more revenue than those who do not, leading to actionable product improvements & enhanced discoverability.

"With Fathom, we can pinpoint exactly how different experiences impact revenue. The insights we gain are directly tied to our clients' bottom lines, making our recommendations more actionable and impactful."

New Products and Value Created

Fathom enables Emerald to develop innovative products like "Emerald Apex," an AI-powered predictive methodology that connects customer feedback with predictive analytics.

This tool now enables Emerald to magnify the strategic value of research for their clients by aligning customer experiences with key business metrics. This complements brand lift studies and segmentations based on qualitative data made possible with Fathom.

"The development of Emerald Apex has been a game-changer. By integrating Fathom's insights with our predictive analytics, we can now connect customer feedback with business outcomes in a way that was previously impossible."

Boosting Team Morale and Client Impact

The partnership with Fathom improves how the Emerald team communicates results to clients.

It also reduces stress and frustration among team members who previously spent significant time coding data manually, enhancing job satisfaction and reducing brain drain.

"Fathom's platform eliminates the tedious manual work and lets us focus on strategic analysis. It's a huge boost to both productivity and job satisfaction."

Emerald chooses Fathom because they need the highest quality text analytics. Fathom delivers:

Contextual Accuracy	Fathom delivers nuanced code frames with human oversight, avoiding common AI errors and ensuring strategic relevance.
Efficiency Gains	Fathom treamlines data coding, accelerating analysis and freeing teams to focus on strategic insights.
Customizability	Fathom facilitates validation and modification of themes through an intuitive interface, providing trust and transparency.
Analytics Capabilities	Fathom enables in-depth quantitative analysis of accurately coded data, unlocking new research opportunities.
Delightful Experience	Fathom's intuitive interface is built by researchers for researchers, delivers a truly delightful experience.

Turning Open-Ended Data into Business Wins

FATHOM

EMERALD
RESEARCH
GROUP

For more information
fathomthat.ai
tovah@fathomthat.ai

For more information
emeraldresearchgroup.com
eric@emeraldresearchgroup.com