

Communicorp UK Research and Insight can help your brand marketing stand out in a saturated world.

As a Market Research Society Company Partner, our full-service agency offering majors on both quantitative and qualitative methodologies, from face to face and on street research, online panel research and creative concept testing, to focus groups, talking heads and deep diving insight communities. The method chosen depends on the brief and requirements; but the aim is always to help you.

The Customer

Flavourly is on a mission to bring craft beer to the masses. By collaborating directly with top craft brewers, they bring consumer exclusive, high-quality beers without a subscription.

They are making drinking the best craft beer at home more convenient and affordable than ever before.


The Problem

Flavourly is a relatively new business with a proven track record of scaling customer recruitment. They required a better understanding of their 150,000 strong database in order to generate insights to improve their customer experience.

The Solution

The Research and Insight Team carried out a three-stage research approach to understand who Flavourly's customers are, along with their preferences and behaviour.

This process led to insights into the product range and service whilst highlighting areas of improvement to help deliver a better customer experience.



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“I would be happy to recommend Communicorp UK, Keith and his team did a great job ensuring our brief was right, before setting off to profile who our customers were and why they displayed certain behaviours. The most impressive aspect was their focus on actionable insight and not insight to say we have ticked a box.”

Assean Sheikh
Co-Founder/CMO
Flavourly