

**Faster insights, fewer failures:**

# **How quick customer feedback analysis can save your product**



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# The high cost of slow decisions

**Enterprise organizations operate in fast-moving markets, yet many struggle to extract timely insights from their research data.**

Delays in analyzing customer feedback, market trends, and product performance can lead to costly missteps, missed opportunities, and failed launches. This guide explores how enterprises can accelerate research analysis to enhance product success.

# The challenge of insights at scale



## Wrangling a growing volume of research data

Enterprises collect vast amounts of qualitative and quantitative data from multiple sources, including customer interviews, surveys, support tickets, and product analytics. Without a streamlined analysis approach, these insights remain underused or scattered across teams.



## Parsing data for actionable insights

Sifting through large datasets to uncover meaningful patterns is time-consuming and often inconsistent. Researchers and product teams spend hours manually categorizing responses, identifying themes, and distilling insights into digestible formats. Without automated or structured analysis, valuable findings risk being lost in an overwhelming sea of data, delaying decision making and reducing impact.



## Finding the right information across multiple tools and teams

Critical insights are often fragmented across different platforms—spreadsheet trackers, research repositories, project management tools, and siloed team documents. Without a centralized knowledge hub, employees waste time searching for relevant research, duplicating efforts, or relying on outdated information. This inefficiency slows innovation, leading to missed opportunities and inconsistent user experiences.



## Risking knowledge loss

With research happening across multiple departments (product, UX, customer success, and marketing), critical insights often get lost in email threads, slide decks, or siloed tools.

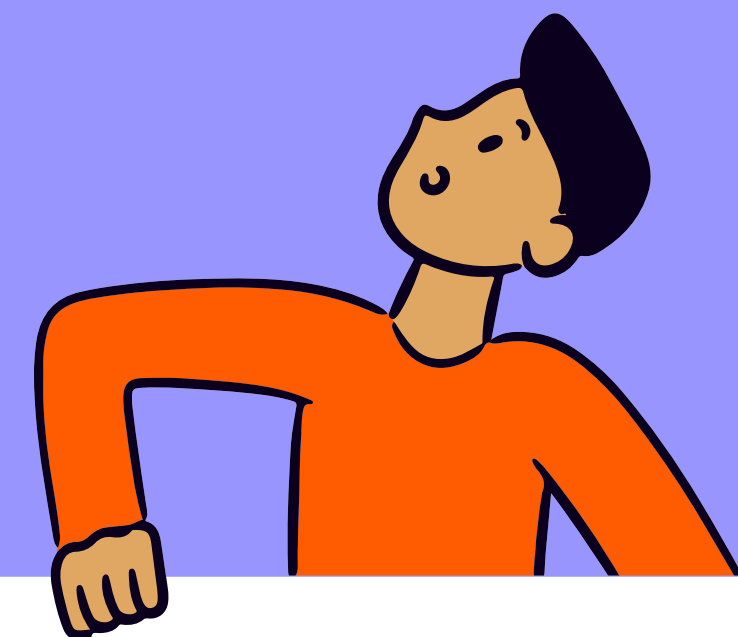
A [2018 study by Panopto](#), surveying more than 1,000 US workers, found that inefficient knowledge sharing costs large US businesses an estimated \$47 million in lost productivity each year. The study also found that 42% of institutional knowledge is unique to the individual, meaning that when employees leave, nearly half of their role-specific knowledge is lost, often without a reliable way to transfer it.

A customer insights hub like Dovetail helps solve this by keeping research in one place, making key insights easy to find and share. By capturing institutional knowledge now, teams can avoid starting from scratch later.

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**If research feels like a black hole, teams will default to gut instinct. The fix? Powerful search, clear context, and smart surfacing of relevant insights. People use what saves them time, not what slows them down.**

Liam Scanlon, **Product Marketing Manager**, Dovetail



# Why speed matters



## The competitive advantage of rapid insights

Fast-moving companies stay ahead by making data-driven decisions in real time. Organizations that efficiently analyze customer feedback can adapt their products, optimize user experiences, and respond to market shifts before competitors.



## The cost of delayed or uninformed decisions

Product delays or misaligned features can result in significant revenue loss. When research is not accessible or actionable, teams risk investing in the wrong initiatives. Few companies have fully democratized research access, even though most aspire to it—a disconnect that creates bottlenecks and slows decision-making.

A 2019 [Gartner survey](#) found that only 55% of product launches occur as scheduled, and among the 45% delayed, 20% fail to meet internal targets, underscoring the financial risks of postponement.

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**Research is only valuable when it drives action—fewer duplicate studies, quicker decisions, and direct business impacts like product improvements or better customer retention.**

Liam Scanlon, Product Marketing Manager, Dovetail



# The role of AI and automation in accelerating analysis

## How AI-powered tools enhance qualitative and quantitative research

Artificial intelligence transforms research analysis by automating repetitive tasks such as summarizing complex data like call transcripts and reports, tagging qualitative feedback, identifying sentiment trends, and uncovering themes. AI-powered tools like Dovetail enable enterprises to process large datasets faster and uncover insights with greater accuracy.

## Real-world examples of AI-driven research efficiency



**Accelerating feedback synthesis:** AI-generated summaries help teams quickly extract themes from thousands of customer responses.



**Reducing manual effort:** Machine learning categorizes feedback in real time, eliminating the need for tedious manual coding.



**Improving decision confidence:** AI-driven insights allow teams to make informed choices backed by data, reducing product failure risks.

# Building an enterprise-ready insights engine

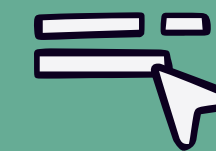
## Key components of a scalable research infrastructure

To make research insights accessible and actionable, enterprises need a system that integrates data from multiple sources, supports cross-functional collaboration, and ensures compliance with data security standards.

## Best practices for cross-functional knowledge sharing



**Centralized repositories:** Many organizations lack a dedicated research repository, instead relying on scattered tools like Google Drive—making it harder to find and leverage insights effectively. Investing in a customer insights hub ensures that knowledge is retained and easily accessed.



**Standardized research workflows:** Establishing consistent tagging, metadata, and access protocols helps teams efficiently locate and use past research.



**Automated distribution:** Leveraging AI-driven insights distribution ensures key findings reach decision-makers without bottlenecks.





# How Okta leverages fast insights for success

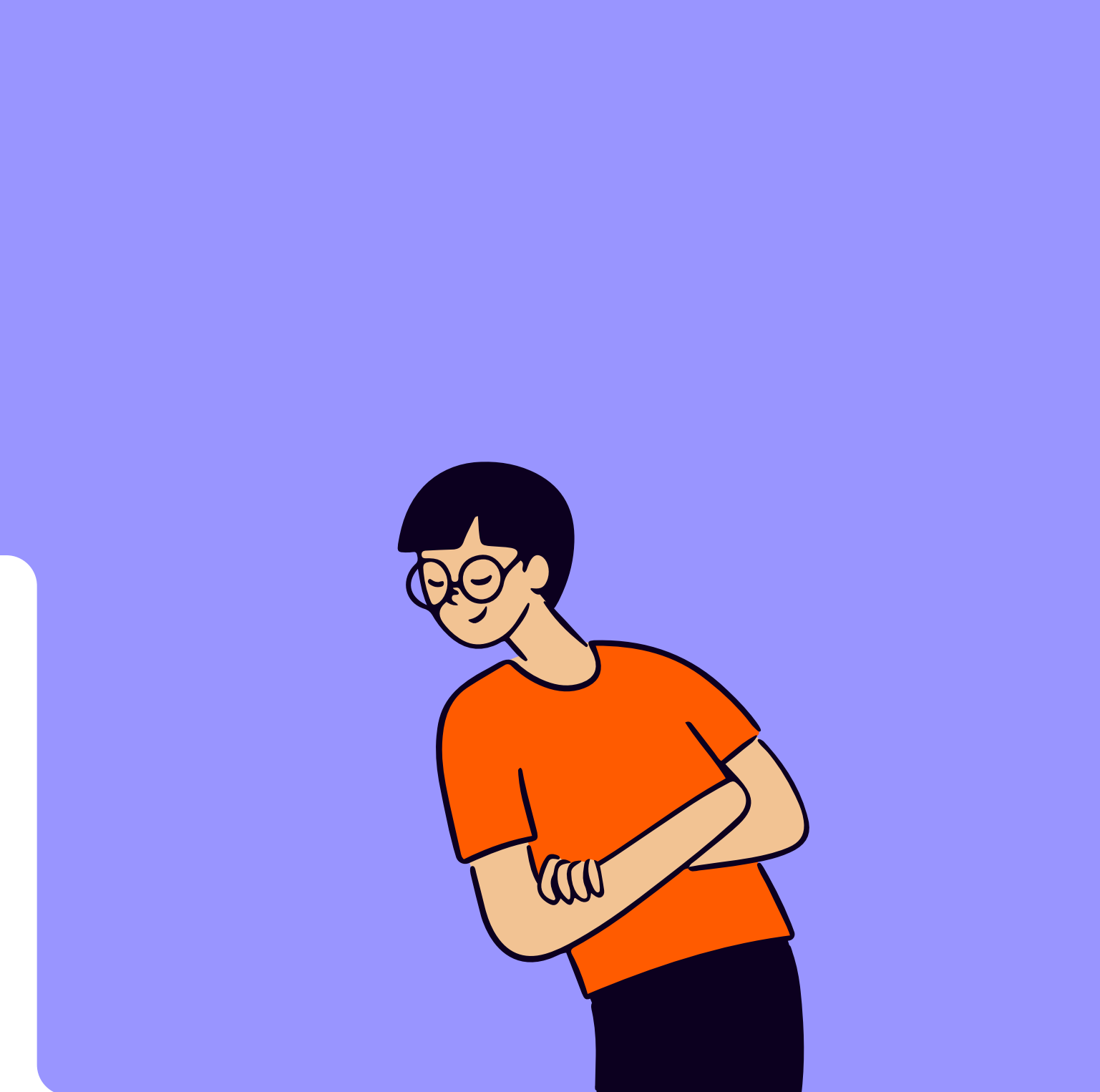
## Accelerating time-to-market and mitigating risk with early, data-driven insights

Okta is an enterprise with over 6,000 employees dedicated to driving innovation across its authentication solutions. With 200+ researchers and access to thousands of customer insights, Okta makes informed decisions that enhance security, user satisfaction, and efficiency at scale.

Okta combines mixed-method research with early insights to mitigate product risk and build secure, user-focused products.

By centralizing research in Dovetail, Okta streamlines collaboration across over 30 teams, ensuring decisions are guided by clear evidence and reliable insights.

The organization prioritizes security and compliance, working closely with legal teams to manage sensitive information under strict GDPR and CCPA guidelines. This proactive, cross-functional approach helps Okta address potential risks early, driving the development of world-class authentication tools focusing on trust and user needs.



**HQ:** San Francisco, USA

**Employees:** 6,000+

**Industry:** Technology

**Website:** [okta.com](https://okta.com)

# Implementing a research hub for continuous learning

Steps to centralize research findings across teams

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## Audit existing research assets

Identify where insights are stored and consolidate them into a central hub.

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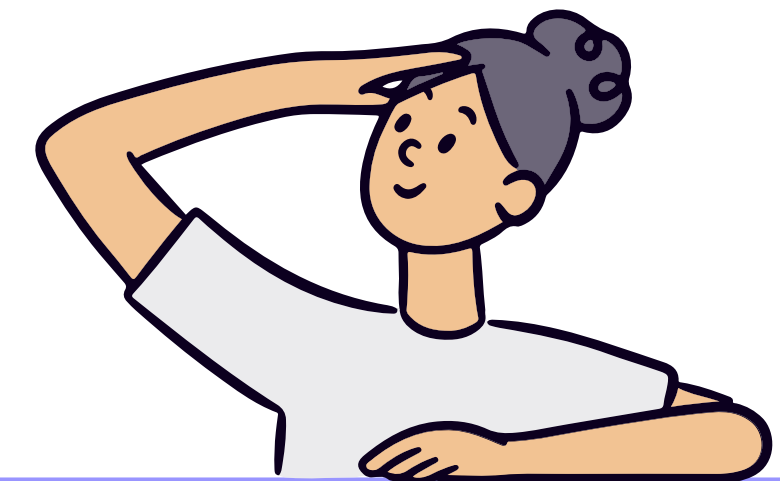
## Integrate with enterprise tools

Ensure the insights hub seamlessly integrates with existing platforms that collect customer feedback (e.g., video conferencing tools, support tickets, and NPS scores).

03

## Enable real-time collaboration

Provide role-based access to encourage cross-functional engagement without compromising security.



# Addressing common challenges: Security, scalability, governance, and adoption

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**Make research impossible to ignore. When insights surface in the tools teams already use—like Slack, Jira, or Figma—they naturally become part of decision-making. The trick isn't just providing access; it's making insights the easiest, most useful option.**

## Data security and compliance

Use robust access controls and encryption to ensure that research platforms comply with regulations such as GDPR and CCPA.

## Data governance

Establish clear policies for data retention, access permissions, and research validation to maintain consistency.

## Scalability and performance

Optimize infrastructure to handle large volumes of research data without slowdowns or technical bottlenecks.

## User adoption

Provide training and create intuitive workflows to encourage adoption of centralized research tools across teams.

# Driving enterprise innovation with faster insights

**Enterprises that invest in rapid insights gain a competitive edge, reduce costly failures, and build products that better meet customer needs.**

By adopting AI-driven research tools and implementing scalable systems, organizations can turn research from a bottleneck into a strategic advantage.

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**If insights aren't being used, they don't matter. I look at how often research informs decisions, how quickly teams find what they need, and whether insights actually change outcomes. High adoption is great—high impact is better.**

Liam Scanlon, Product Marketing Manager, Dovetail



# Experience faster insights firsthand

See how Dovetail can help your organization streamline research analysis, accelerate decision-making, and reduce product failures.

Request a demo



Stay connected to our latest insights

