

ROI of AI-powered insights

Save time, reduce risk, build better

New findings from our recent research on the business impact of centralizing qualitative data and customer insights.



Dovetail

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Executive summary

Centralizing customer insights in an AI-powered hub transforms decision-making, product development, and business growth.

Organizations using Dovetail as a customer insights hub report:

- Faster, more confident decision-making
- Improved product quality and reduced development risks
- Increased efficiency and resource optimization
- Enhanced ability to uncover new revenue streams

Companies mitigate risk, reduce waste, and capitalize on emerging opportunities by unlocking the power of AI to streamline qualitative data analysis and customer knowledge. This report explores the measurable impact of a centralized customer insights hub and provides strategic guidance for business leaders looking to stay ahead of the competition.

Introduction

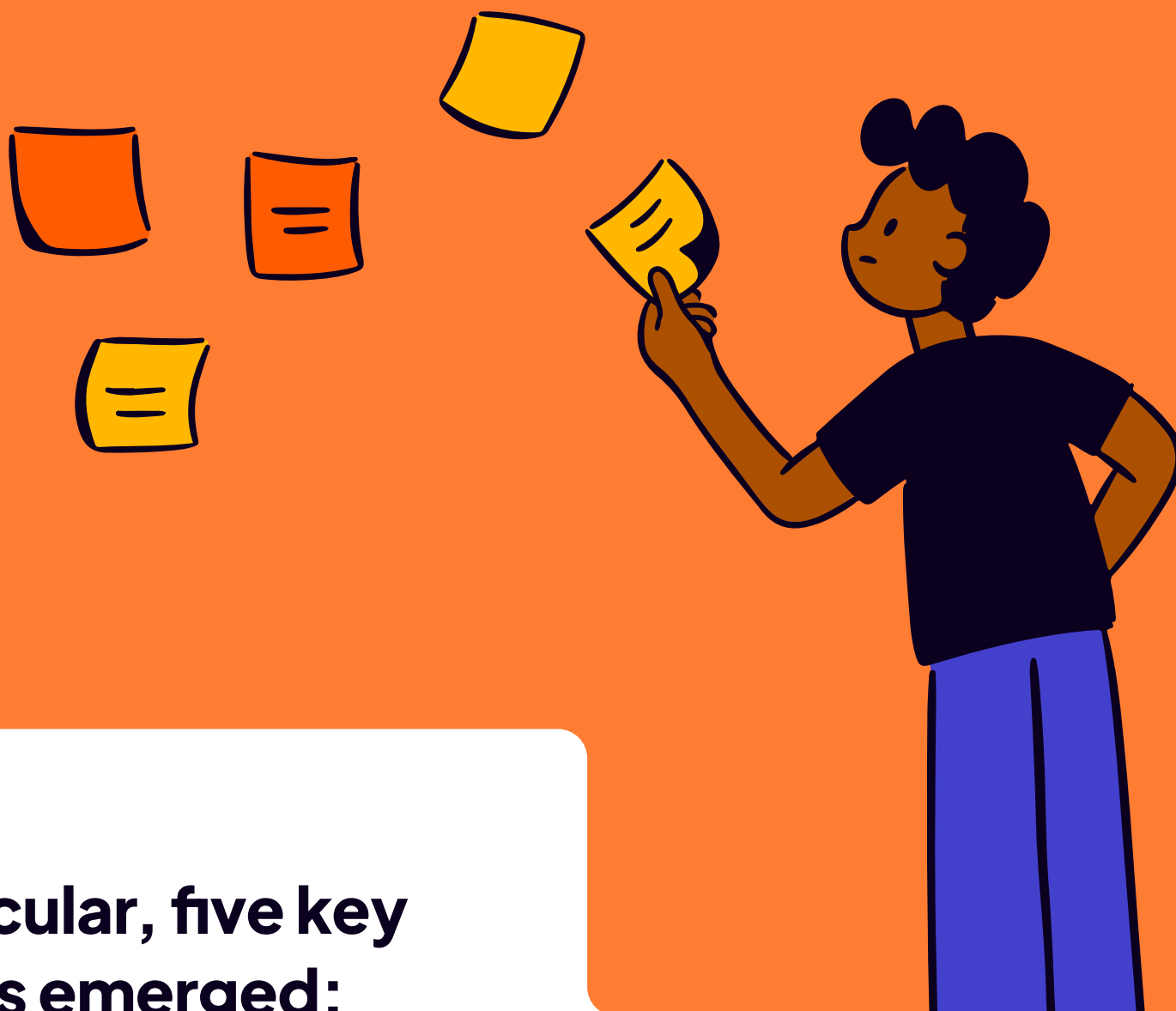
You can't build great products without quality customer insights. Yet many organizations are at a critical juncture: They need to dive deeper into their ever-growing customer data rather than letting it languish in siloed tools, many of which are time-consuming to index and nearly impossible to query.

Without a unified view of what truly matters to users and customers, teams risk misalignment, slower decision-making, and missed go-to-market opportunities. In fact, Forrester principal analyst Mike Gualtieri estimates that as much as 73% of all enterprise data goes unanalyzed.

To better understand how teams address this challenge, we surveyed 192 Dovetail users across design, research, and product roles. The findings reveal how centralizing insights leads to faster, more confident decisions and stronger business outcomes.



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In particular, five key benefits emerged:

1. Improving the quality of insights

Gaining deeper, more reliable data for better decision-making.

2. Designing or building better outcomes

Creating more effective and user-friendly products.

3. Understanding the customer

Uncovering user needs, behaviors, and pain points.

4. Validating design or product decisions

Ensuring choices are backed by research and data.

5. Saving time in day-to-day work

Streamlining workflows and reducing data analysis.

The business impact of centralizing customer insights

These benefits directly translate to measurable business outcomes. Survey respondents reported the following:

94%

say customer insight hubs improve UX, boosting retention and loyalty.

89%

avoid building the wrong products, reducing wasted investment.

68%

uncover new revenue streams, driving business growth.

66%

speed up time to market, responding faster to customer needs.

A case for centralizing insights

Our findings highlight the impact of centralizing and making insights accessible teamwide—organizations using Dovetail develop a shared perspective that helps them scale, align, and make well-informed product decisions much faster than without an **AI-powered customer insights hub**.



Driving innovation through customer-centricity

Organizations foster a customer-centric culture that de-risks product roadmaps and drives innovation by investing in a secure, enterprise-grade tool that centralizes, analyzes, and enables team members to “self-serve” customer insights.



The role of AI in unlocking insights

Advancements in AI and natural language processing (NLP) have made it easier than ever to accurately analyze and extract insights from mountains of customer data. Automating manual data analysis means uncovering patterns faster, reducing effort, and making more confident, customer-driven decisions.

Strategic advantages of a customer insights hub



Better understanding of customer problems

97% of organizations report that Dovetail helps them understand their customers' challenges, which is critical for making informed strategic decisions.

Improved UX design

94% of companies say Dovetail enables them to design and build better experiences—an essential factor in driving customer satisfaction, retention, and brand loyalty at scale.

Avoiding the wrong products and features

Additionally, 89% of companies agree that their customer insights hub helps them avoid building the wrong products or features. It also prevents wasted investment and ensures efficient resourcing.

Improved retention

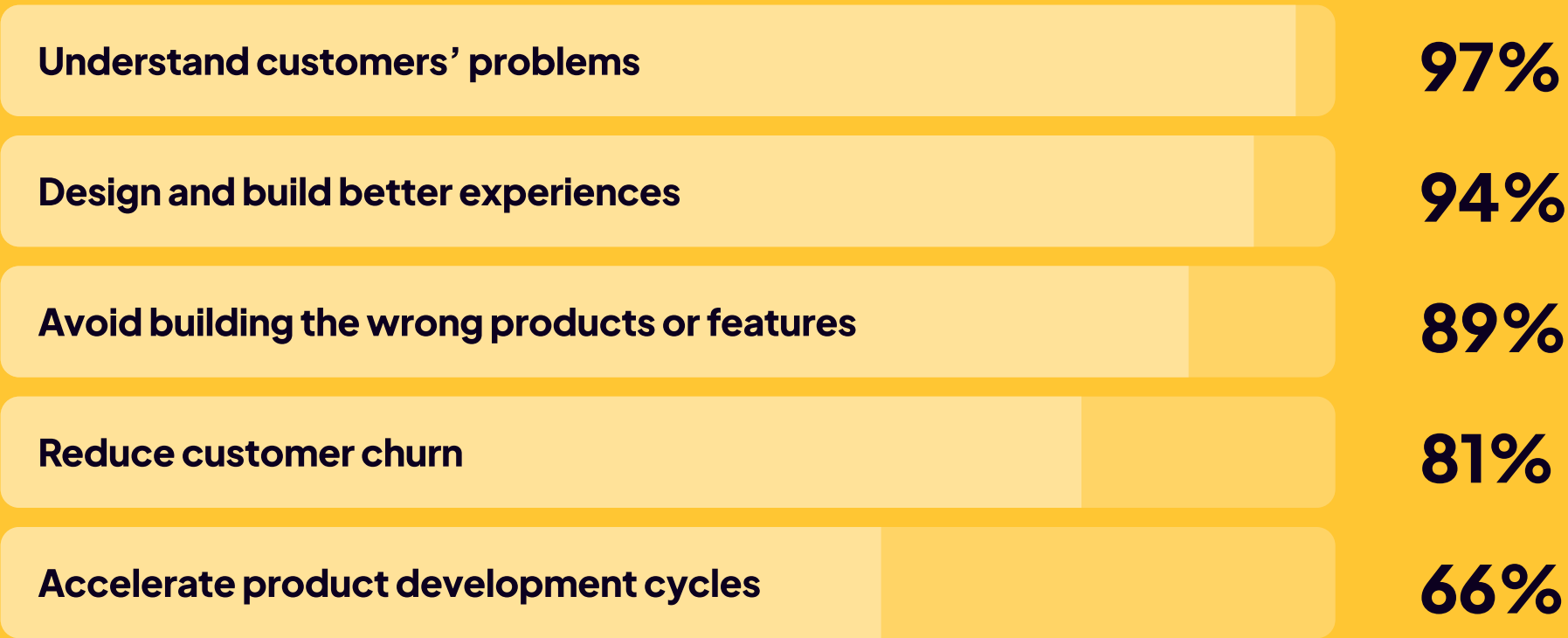
81% of organizations report reduced customer churn due to their customer insights hub, helping retain valuable customers and improve long-term business sustainability.

Faster time to market

Speed to market is another key advantage. 66% of companies report that Dovetail accelerates their product development cycles, allowing them to respond swiftly to market demands and maintain a competitive edge.

Accelerating results at a glance

The bar graph below highlights the top advantages of using a customer insights hub, ranked by impact. Respondents reported that it helps:



*Based on 192 respondents

Scaling research across the organization

As teams rally around a shared, customer-centric perspective, they're seeing tangible benefits:

“Centralizing insights from sales, marketing, and surveys in one hub is a game changer.”

“Sorting through customer feedback can be tedious, but Dovetail really helps to get a more centralized view of research as we scale.”

“Dovetail cultivates a culture of listening to customers and democratizes access to insights.”

Quick access to insights with AI

Dovetail's AI-first platform accelerates insights discovery with automated synthesis, AI-powered search, and integrations like Slack and Teams—giving instant access to feedback for better product decisions. Here's what respondents said:

"Saves 3–4 days per project by drastically reducing synthesis time after interviews."

"It takes 1/4 the time to gain insights compared to traditional methods."

"As a design manager, I respect and value having insights just a click away."

"Dovetail allows PMs to gather AI summaries of research quickly."

Influencing leadership and inspiring teams

Teams are harnessing actionable insights to validate decisions, inspire innovation, and drive organizational impact:

Trusting the quality of insights

Trustworthy customer insights lead to smarter decisions. With Dovetail, *97% of organizations observe an improvement in the quality of their customer insights.*

Validating design and product decisions

Customer insights are key to validating design and product decisions. *94.8% of organizations confirm that their insight hubs are crucial to this process.*

“Sharing insights widely has been huge for getting buy-in across the organization.”

“Exposing executives to customer voices has been a massive plus.”



Fostering a customer-centric culture

Making it easy for teams to access valuable insights helps organizations build a culture that listens, learns, and adapts to customer needs. By democratizing access, Dovetail empowers everyone in the organization to become an expert on customer perspectives.

This customer-first approach is reflected in our survey results. As noted earlier, as a strategic advantage, 97% of organizations say *Dovetail enhances their ability to understand customer challenges.*

“Dovetail cultivates a culture of listening to customers and democratizes access to insights.”

“Dovetail has allowed everyone in our org to become an expert about our customer.”

Driving product innovation

By leveraging customer insights, organizations can fuel innovation and stay ahead of market trends, with 68% saying it identifies new revenue streams and 64% crediting Dovetail for helping them capture new market share:

“Dovetail plays a key role in enabling innovation and aligning with long-term strategic goals.”

“Dovetail allows us to capture customer insights and speed up innovation.”

“It speeds up research for internal teams, enabling better teamwork practices.”





Netguru, a global digital acceleration agency with 900+ employees, needed a secure, scalable way to centralize customer feedback and share findings org-wide. Using Dovetail, Netguru has a safe, single source of truth for insights, saving teams 38 hours per week by eliminating manual tasks and platform switching and creating a simple way to share digestible findings that influence leadership and help teams make better decisions.

With Dovetail's built-in video transcription in 30+ languages, Netguru rapidly analyzes interviews and extracts key insights. Teams can contribute from anywhere, ensuring seamless knowledge-sharing across high-precision industries like finance, healthcare, and manufacturing.

Dovetail's enterprise-grade security—featuring encryption, GDPR compliance, and access controls—ensures that sensitive research remains protected while enabling easy sharing. Public and role-based access options replace static reports, driving engagement with interactive, evidence-based insights.

Note: This story is drawn from an existing case study rather than the survey data presented in the appended Methodology section. While the survey data focuses on broader trends, the Netguru case highlights how organizations can successfully apply these strategies to drive growth, product innovation, and operational efficiency. By including this example, we aim to provide additional context and inspiration for organizations considering the benefits of a customer insights hub.



Methodology

This white paper is based on a Dovetail survey conducted in November 2024 to assess the impact of a customer insights hub on product development, decision-making, and business outcomes. The survey gathered both qualitative and quantitative data, capturing how organizations use Dovetail to improve research efficiency, align teams, and drive innovation.

The survey included 192 Dovetail users across design, product, and research roles, representing various industries. Responses were collected anonymously to ensure privacy and data integrity. These insights are based on responses from professionals actively working with customer insights. While the sample size provides directional trends, the consistency in responses suggests strong alignment on the key advantages of using a customer insights hub.

Conclusion

Organizations that prioritize customer insights move faster, reduce risk, and build better products.

By centralizing insights in a single platform, teams can scale across the entire organization to align around a shared view of the customer, making smarter, customer-centric decisions.

With Dovetail, uncovering valuable insights is at your fingertips. Discover, create, and share insights that influence leadership and inspire action. Unlock the power of Dovetail today.

Request a demo



Stay connected to our latest insights

