dscout

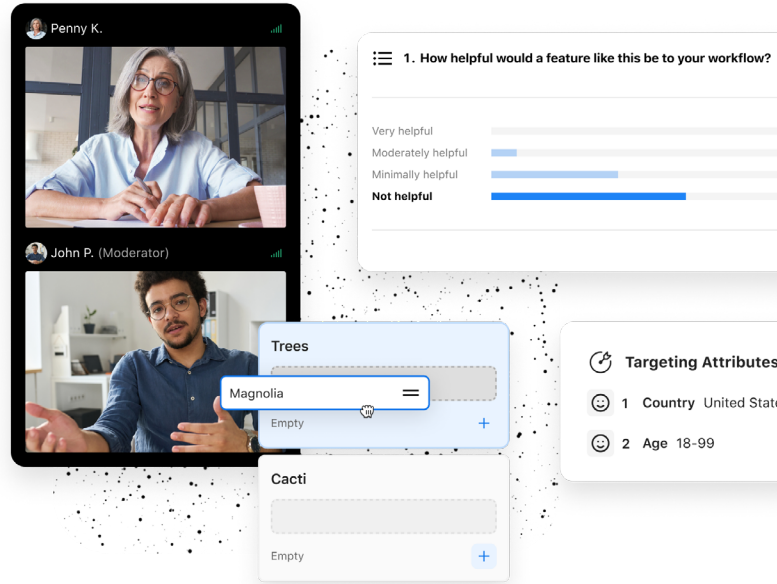# What's the ROI of Research?

Research, insights, voice of the customer…whatever you call it, the data is clear. Companies that prioritize truly knowing their audience outperform those that don't.

$1 = $100

"Every dollar invested in UX brings 100 dollars in return. That's an ROI of a whopping 9,900 percent."

Forbes via **FORRESTER**®

Source: Good UX Is Good For Business

32-point higher revenue growth over 3 years

…among companies who iterate, test, and learn rapidly, incorporating user insights from the first idea until long after the final launch

McKinsey&Company

Source: The business value of design

Revenue impacts are key to consider, but there's a long list of other incremental improvements that the insights program brings to the business.

2x faster time-to-market
IBM Design Thinking

75% reduction (design time)
IBM Design Thinking

33% reduction (dev/testing time)
IBM Design Thinking

3x more likely to achieve goals
Adobe Digital Trends

Can charge a 16% premium for good CX
PwC

Leading innovators trust dscout.

amazon   **∞ Meta**   **Google**   **airbnb**   **Spotify**®

More specifically, why do research with **dscout**?

We asked customers what dscout has done for their business, and the answers made it clear that customer understanding has significant impacts on the bottom line.

Speed & Time-Savings	Total Cost	Business Impact	Quality of Insights
Save time and get business-shaping insights faster.	Reduce cost and consolidate tools.	Influence roadmap, shift strategy, and avoid business risk.	Speaking to real-world prospective customers makes all the difference.
"dscout really helped us by allowing us to tell stories faster... to put things out into the company more quickly; people were able to run with those insights a lot faster."	*"It's a lot less time-consuming and more economical. Research is often out of our reach as a small team with a tight budget— but dscout removed a lot of those barriers."*	*"We've pivoted entire strategies as a result of what we've learned through dscout. There would have been no way to capture that product-shifting data through a different approach."*	*"Even the best focus groups still felt stiff or contrived. With dscout, you could tell folks felt comfortable sharing more freely. There was a sense of intimacy and safety that's critical to what we're building."*
Connor Skutches	**Erin Arcuri**	**Jeanette Fuccella**	**Joann Park**
Runner Insights Research Manager	*Principal UX Research Manager*	*Senior User Researcher*	*Director of Audience Development and Publishing*
BROOKS	Microsoft	LexisNexis	headspace

Industry experts and thought leaders agree.

FORRESTER WAVE LEADER 2023 Experience Research Platforms

dscout named a leader in Experience Research Platforms
highest possible score in 15 categories

Leader WINTER 2024

Users Love Us

9.6 in Product Direction
9.7 in Business Partnership
9.5 in Quality of Support

We want to help you see the impact of research by getting the right products, to the right people, at the right time, to stand out from your competitors.

To learn more, contact the people nerds at dscout:
info@dscout.com