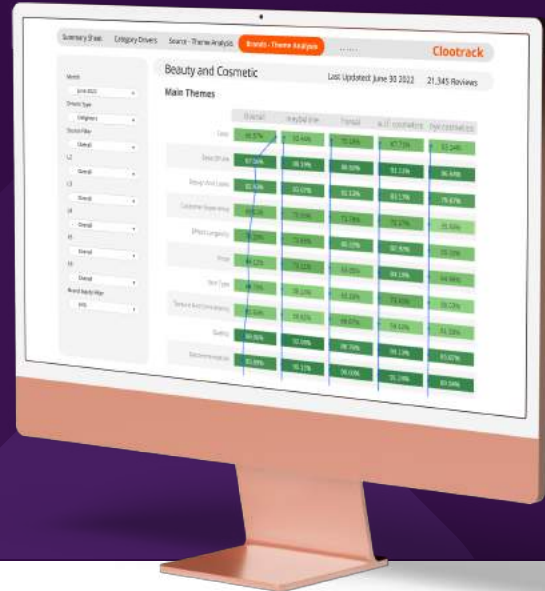# Clootrack

We support management consultants do **Qual research 10X faster.**

Save 300+ hours every strategy workshop.

Increase pitch conversion by **65%.**

We are a great fit for...

01

Management consulting firms who work in consumer segments.

02

Believes in understanding customer priorities to strategize.

03

Require data analytics to measure customer experience.

04

Lack internal resources to perform CX data analysis fast and cost efficiently.

Challenges faced by Management Consultants

⚠ **Very less time** to research and conclude before pitches and strategic workshops

⚠ Readily available reports like Sales reports, employee headcount reports, financial reports etc do not help to understand how **differentiated customer/employee experience** of the asset is

⚠ Surveys take **time, effort, cost** and are **many a time biased**

⚠ Manually reading scraped reviews is **time consuming, error prone** and gives only **broad ideas**

"

Auto theme identification by Clootrack is very powerful - it is granular without needing any input. When a survey is used instead of Clootrack, key product codes are identified and responses are bucketed. Surveys need significant effort and is error prone.

"

When it comes to industry reports, the biggest challenge is where to start and which attributes to look at for your own brand and competition. Clootrack helps identify these gaps and in a scientific manner.

You are in good company

2 of the Top 5 Management Consulting | **150+** Brands use **Clootrack**