Driving behavioral change at a traditional big-box store

As a brick-and-mortar store first, Walmart had to adapt to the changing retail environment of the 2000’s. Morning Consult Intelligence is part of the suite of technologies empowering the company to compete with the digital-first giants.

INTERNATIONAL DATA WITH CONSISTENT METRICS, IN A SINGLE PLATFORM

Without a unified intelligence platform, insights professionals have to convert disparate datasets to the same metric to compare data across markets with accuracy and soundness. Morning Consult eliminates this hassle for Walmart.

Our rigorous data collection in nearly 50 countries means that Walmart’s insights team has reliable, consistent measurements across international markets. Employees are freed up to produce creative and meaningful strategies for the business, instead of having to waste time on tedious calculations.

A MINDSET SHIFT TOWARD INNOVATION ACROSS THE ORGANIZATION

Insights leader Aaron Bernstein began noticing a change in Walmart’s culture as our data filtered through the company. Giving employees actionable insights actually spurred greater creativity and
openness toward new approaches to the world’s increasingly complex questions. “Technology innovation is a mindset,” said Bernstein, and Morning Consult is helping drive these behaviors across the company.

**EASY-TO-DIGEST INSIGHTS THAT PROVIDE A FOUNDATION FOR SCALE**
Morning Consult Intelligence provides easy-to-use tools for visualizing and sharing insights across teams. Our API gives users seamless access to data, without having to submit a request and wait. For Walmart this technology is powerful: Making insights easy to access is preparing the team for even greater scale.

“That’s been the biggest impact, of being able to provide people with the see, touch and smell of this world of data and complexity, in a way that is easily digestible and actionable,” Bernstein said.

How Walmart uses Morning Consult Intelligence to scale its insight function

As of 2022, Walmart operates in more than 20 countries and employs approximately 2.3 million associates around the world. An organization this massive needed a powerful, agile partner for intelligence.

**COMPETITIVE BENCHMARKING ACROSS WALMART’S INTERNATIONAL BUSINESS**
Leadership uses our data to guide strategic decisions in North America and the Asia-Pacific region.

**CRISIS MONITORING WITH CRITICAL INTEL EVERY 24 HOURS**
For example, Walmart leverages Morning Consult Brand Intelligence to track the Xinjiang product controversy in late 2021.

**CUSTOM REPUTATION TRACKING AROUND KEY THEMES**
Walmart knows how customers in key markets perceive the brand on sustainability, employee treatment, community relations and customer service.

**MEASURING THE KEY DRIVERS OF TRUST, FAVORABILITY AND BRAND ADVOCACY**
We help the client understand the values, actions and narratives that drive positive sentiment and trust among key consumer groups.

Morning Consult Intelligence can help insights professionals drive behavioral change and innovation across their organizations.

Let’s talk about empowering your team.