



Wahl Clipper grows customer base by tapping into consumer grooming trends

150+ countries

6 million potential new customers



THE CHALLENGE

Delivering on promises in a challenging year

Wahl Clipper invented the hair clipper in 1919 and spent the last 100 years staying ahead of trends, learning what makes its customers tick, and engaging with them on a personal level. As consumer division vice president of marketing, Steven Yde, his team, and their counterparts in the professional division rely on SurveyMonkey in their daily, weekly, and monthly work.

So when the world drastically changed in spring 2020, and Wahl Clipper's customers put everyday activities – including visits to the barber – on abrupt hold, Yde and his team turned to their trusted and proven toolkit, including SurveyMonkey.

As it became clear that the pandemic was going to dramatically alter life, business, and consumer habits, the team at Wahl Clipper began tackling the challenge of understanding consumer sentiment around personal grooming needs and shopping habits. Wahl Clipper is sold in more than 150 countries, which made addressing a crisis in all markets concurrently daunting, especially considering the differing needs of different communities.



“When we need quick answers, I say ‘Let’s do a SurveyMonkey.’”

Steven Yde, consumer division vice president of marketing, Wahl Clipper

Company
Wahl Clipper

Strategic goal
Understand consumer needs during a pandemic
Stay ahead of trends
Unify approach globally

Solution
Market Research Solutions

Success factor
Uses SurveyMonkey in more than 150 countries
Consistent market research approach
Flexible consumer product marketing team

In keeping with the company's One Wahl philosophy – an approach that unifies the company across the globe – Yde needed to understand not only which levers to pull to meet consumer needs in a strange time but also how those needs differed across markets. SurveyMonkey's market research platform enabled Wahl Clipper to connect with consumers, shift to meet their needs and continue delivering on promises through the pandemic.

THE SOLUTION

Learning from 6 million new consumers

Wahl Clipper had been using SurveyMonkey's professional services and market research solutions for years to quickly test product adjustments and ideas. Early in the spring of 2020, Yde's team also began sending out pulse surveys to understand consumer needs as a result of the pandemic. Fairly quickly, Wahl Clipper discovered a surge in new and potential customers who had to cut their own hair at home. According to Yde, in a short period of time, research found that the clipper market expanded to 6 million new customers.

Wahl's pulse surveys gave them feedback on consumer sentiment, price elasticity, and other behavioral changes as a result of the pandemic. Access to a global audience with research helped the team provide better direction on product platforms. This approach to product marketing and pandemic response has helped Wahl Clipper remain nimble, flexible, and able to adjust details in real time. Results can be easily shared with the internal teams that need them most, whether it be showing senior leaders how the economy is changing or highlighting common threads for consumer product teams working in different countries. "SurveyMonkey helps us in product development and positioning. We can look at results from other locations and ask if this is a truth we're seeing globally or one that's specific to this culture and country," Yde says.

THE RESULTS

Driving business decisions in a changed world

As Wahl Clipper's consumer teams across the globe collaborated throughout 2020, they were able to adjust to trends on the fly. Many men began growing out their beards and facial hair at the beginning of the pandemic, and Wahl Clipper was able to tap into their need for manicuring and grooming. While this trend quickly fell off, Yde said another long-term one has appeared that will likely change Wahl Clipper's business for years to come: self-service grooming. "We're seeing around 30% of people who started cutting their own hair are not planning to go back to their hair stylist or barber," he said. "This is a huge opportunity for our consumer division and an interesting challenge for our professional side that we're exploring using SurveyMonkey."

In the post-pandemic era, Wahl Clipper's approach to market research and customer connection will help the company continue to adjust and deliver on promises along the way.

"The cool thing about using SurveyMonkey company-wide is that we're creating market research experts all over the world," Yde said. "Even though I was the first user of it here, I learn something new about how we can tap into it further from others on the team all the time."

Learn more at surveymonkey.com/market-research/