



## YAMAHA + QUALTRICS

When you want your products to be as innovative as the artists who use them, you need an insight platform that's fast and flexible enough to put the customer's voice into every step of the development process, from strategy, to launch, to tracking.

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 **YAMAHA** + qualtrics

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“Qualtrics is the  
difference between  
success and failure.  
It’s just that simple.”

ATHAN BILLIAS, YAMAHA CORPORATION NORTH AMERICA





# INSIGHTS AT EVERY STAGE, FROM CONCEPT TO POST LAUNCH

Whether you're using Qualtrics for rapid research or highly complex studies, no other tool offers greater flexibility or ease-of-use. For Yamaha, that led to quick adoption of Qualtrics throughout their entire organization and gave them the ability to conduct projects with incredibly fast turnaround times.

Yamaha uses Qualtrics to run hundreds of quick-turn studies during product development to ensure that they catch potential misfires before a prototype has been fully developed or the finished product has gone to market.

So, for example, when a question was raised during development of Yamaha's Montage keyboard—regarding where to use knobs versus sliding faders—Yamaha used Qualtrics to survey their customers and received 400 responses in a matter of hours. What might've taken a week or more to debate internally was resolved in less than a day with actionable insights from actual musicians. And most importantly, Yamaha got it right.





## RESULTS

**2X** Increase  
in rapid  
research

**#1** Best-selling  
keyboards in  
the industry



Prestigious  
industry  
awards



# ABOUT YAMAHA

Since 1887, when it began producing reed organs, the Yamaha Corporation in Japan has grown to become the world's largest manufacturer of a full line of musical instruments.

[YAMAHA.COM](http://YAMAHA.COM) 

## **INDUSTRY**

Consumer Goods

## **REGION**

Global

## **COMPANY SIZE**

Large

## **BUSINESS TYPE**

B2C

YAMAHA MAKES ONE-QUARTER OF THE INSTRUMENTS USED BY MUSICIANS WORLDWIDE

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qualtrics

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