

Consumer Package Qualitative Interview: Tony Romano: Vice President, On-Premise Sales at Anheuser-Busch

- 1) How long have you been in your current role? **I've been with the company a little over 11 years.**
- 2) How often do you run reports during a typical week? I'd say **once or twice a week at the most.**
- 3) What types of information is important to you when running reports? **Usually, I want to know the shopper demographics, the locations where our products are purchased, the time of day purchases are made and how much our competitors are selling.**
- 4) How does this information help you perform your job? **It helps me manage budgets and drive strategic initiatives.**
- 5) Do other employees in your office run reports more frequently than you? **Yes, Michele Raymer typically runs her reports at least once a day and shares any significant insights with me.**
- 6) Would you consider Michele to be a power user when it comes to using your reporting software? **She fits that category.**
- 7) Are the reports she runs similar in terms of the types of information gathered? **Her reports contain a much wider range of information as she spends much more time using the software than I do.**
- 8) Why do you use the software less frequently than her? **It takes me a long time to find the information I need.**
- 9) If that information was easier to find and process, would you consider using the software more frequently? **I'd say yes.**
- 10) Do you ever utilize any support features when you are having trouble finding the information you are seeking? **I am not familiar with any support features.**
- 12) If the platform offered intuitive support features, would you consider using them? **I'd be willing to try them out.**
- 13) What types of features would possibly increase your engagement with the platform? **I'd like to be notified when competing brands are selling more product at any given time.**
- 14) Would you want notifications sent to you outside of working hours? **At certain times of the year, I would welcome that type of information sent to me.**
- 15) What types of devices would you use to check your notifications outside of work? **I'd use my work cell phone.**