

Absolutely. I've cleaned it into a readable transcript and removed the repeated Teams metadata. There's a large gap in the pasted transcript between **1:30** and **1:02:17**, so I've left that as a break.

Clean Transcript

Carla Olea Correa — 0:03

Yeah, perfect. Sure, I don't mind at all, so...

Desmond Leo — 0:03

Yeah.

Declan O'Reilly — 0:04

Thank you.

Carla Olea Correa — 0:07

And we use it as a tool, you know. The way we are doing it now is that we have an account within Demo, and we had a contract last year.

We know Shop Talk — the vision is for it to be used as that tool as well — but this was decided a year ago, and things were still starting, or whatever. So we have a contract within Demo that is up to finish up.

That's when we do the diaries ourselves. Sarah and Cliona here have used the platform before, and they know how it works, how you set up the analytic capabilities and all of that.

In other instances, we outsource it. Whoever we outsource it to — it can be you guys or another agency — they will have their own tool to manage diaries, and they just do it and we get the reports.

Another thing, which is less fancy, is that we have used WhatsApp. Just, you know, when we want to register something shorter, we just ask them: go two times and send us whatever you want on WhatsApp. Which, as you can imagine, is a nightmare to manage. We have done it before, but it is not friendly at all.

So, being totally open, we need to define what we do next because we know we will be needing diaries. We assume it can be done through Shop Talk. And I know Cliona has been working with you guys on...

[Transcript gap: 1:30 to 1:02:17]

Fernando Guevara — 1:02:17

Yeah.

Carla Olea Correa — 1:02:18

Yeah, guys. I think we are different from other places. Usually, insights teams will translate the insights, but they do the work through agencies, like what you guys do for us.

But in our area, it's 90% hands-on in-house.

Declan O'Reilly — 1:02:26

The...

Declan O'Reilly — 1:02:34

Yeah.

Carla Olea Correa — 1:02:41

Yeah, sorry. And then, sorry, that's led to coming up. So whatever tools we can use to lower the...

Declan O'Reilly — 1:02:42

Yep.

Fernando Guevara — 1:02:44

Mm.

Sarah Clerkin — 1:02:44

What?

Fernando Guevara — 1:02:46

Okay.

Carla Olea Correa — 1:02:54

You know that?

Declan O'Reilly — 1:02:56

Hands-on.

Carla Olea Correa — 1:02:57

The hands-on. We really want them, because it's just too hard to digest.

Sarah Clerkin — 1:02:58

Exactly.

Declan O'Reilly — 1:02:58

The...

Declan O'Reilly — 1:03:00

Yeah.

Cliona Kennedy — 1:03:01

We need it. Yeah, it's not that we want them. I think we need it as a team.

And I think having a tool that's accessible to everyone, that everyone will know how to use, that's extremely user-friendly, and that the wider team can use, means that those kinds of surveys and diaries and stuff won't be delegated within the team to myself and Sarah.

Other people can be easily trained in it, which I think is beneficial.

Sarah Clerkin — 1:03:02

Makes a huge difference.

Carla Olea Correa — 1:03:06

Yeah.

Carla Olea Correa — 1:03:07

And...

Cliona Kennedy — 1:03:22

Be...

Cliona Kennedy — 1:03:25

...delegated within the team to myself and Sarah. Other people can be easily trained in it, which I think is beneficial.

Carla Olea Correa — 1:03:33

Yeah, of course. Okay, guys, thank you so much. Nice to see you all, and see you in another life, potentially.

Cliona Kennedy — 1:03:38

Perfect, thanks everyone.

Sarah Clerkin — 1:03:38

Thanks so much.

Declan O'Reilly — 1:03:40

Alright.

Fernando Guevara — 1:03:41

Ohh.

Declan O'Reilly — 1:03:42

Carla, do you have two minutes?

Carla Olea Correa — 1:03:44

Yeah, yeah, of course. I'll see you guys. Thanks so much. Bye.

Declan O'Reilly — 1:03:45

Cool.

Cliona Kennedy — 1:03:46

Perfect. See you guys.

Gary Walsh — 1:03:46

See you, Carla. Good luck in your new job, Carla. Thanks, guys.

Fernando Guevara — 1:03:48

Yeah, that's it.

Gary Walsh — 1:03:50

Hey, bye bye.