

THE AI PARADIGM

Balancing Rapid Insights with Robust Security

Educating your Executive Decision Makers



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AI ISN'T NEW, BUT ITS ACCESSIBILITY IS.

1970's



- CATI: Computer-assisted telephone interviewing improves data collection.
- Quantitative data analysis software simplifies analysis.

1980's



- Focus groups gain popularity for qualitative insights.
- CAPI enables face-to-face interviews using computers.

1990's



- Online surveys rise for cost-effective data collection.
- CRM systems enhance customer data management.

2000's



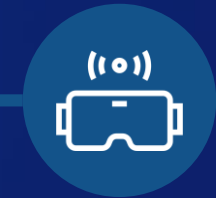
- Social media analytics taps into online conversations.
- Mobile research collects real-time data from smartphones.

2010's



- Big data analytics uncovers insights from vast datasets.
- AI and machine learning transform analysis and automation.

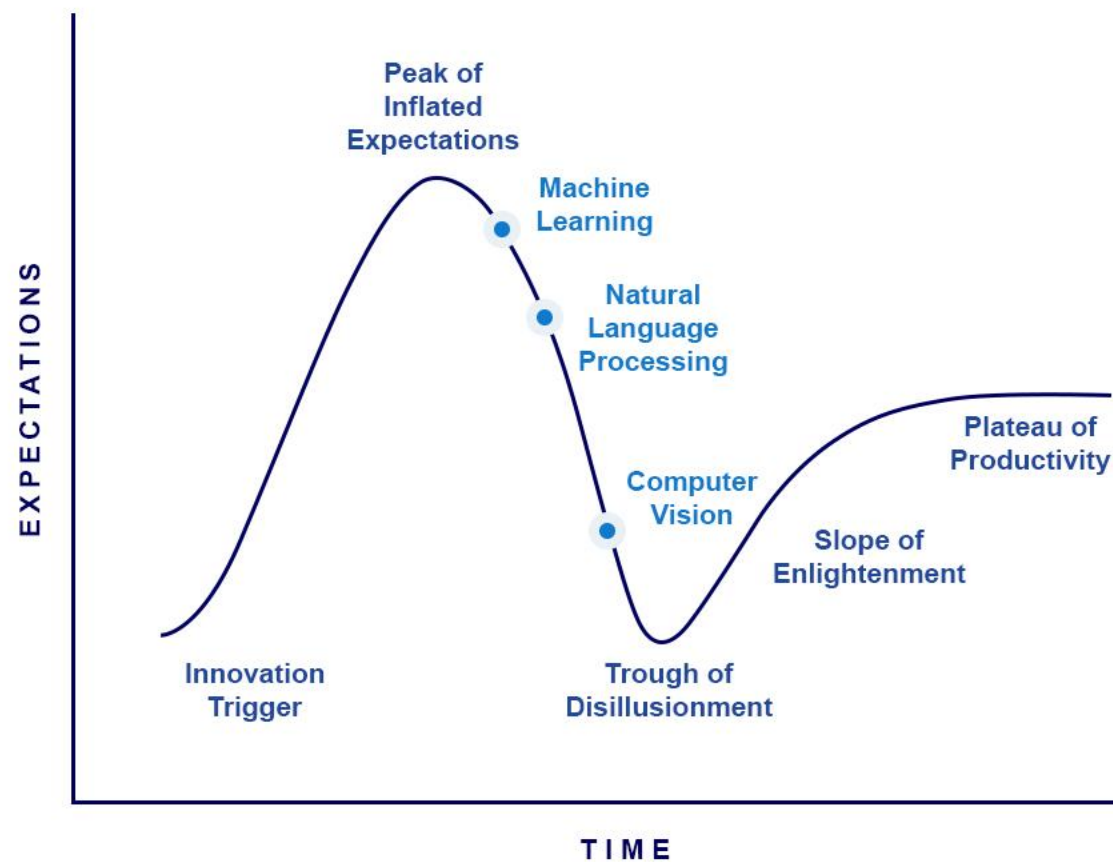
PRESENT



- **The Generative AI Explosion:** Thousands of tools and fierce competition flood the market.
- Predictive analytics improves forecasts and predictions.
- Virtual and augmented reality offer immersive research experiences.

Artificial Intelligence Hype Cycle

Surviving the 2024 AI Hype Cycle



The pressure is there to use more AI tools in your day to day...

“AI is a term is often not used correctly at least based upon my definition, its machine learning, if you configured it right, it would do it on its own analytics”

Executive, Retail

“More comfortable that is enhancing something that’s already existing opposed to something that’s completely different.”

Executive, Retail

“AI – I got to see it to believe it, does lots of cool things but at the end of the day, does it actually dramatically improve strategies and performance?”

Executive, Automotive

“We can’t just continue to rest on our heels – C-suite is going to ask you what are you doing - what are you doing in AI”

Executive, Retail



WE HAVE NEVER HAD MORE TOOLS AT OUR DISPOSAL

What will
HELP US?

What will
HARM US?



**THE
QUESTION IS..
WHERE DO I FIT IN
AS A
RESEARCHER?**



**WHAT TOOLS
DRIVE THE BEST..
INSIGHTS?**



**In a world where
AI has infiltrated
nearly every
imaginable sector...**

**Finding
the balance
between efficiency
and quality is key.**

AI can have a successful positive impact on insights, when used correctly

Automating Data Collection and Analysis

AI can streamline surveys and questionnaires by filtering out irrelevant responses and identifying patterns in real-time.

This frees up researchers from tedious tasks, allowing them to focus on interpreting the data and drawing conclusions.

Chatbots & Virtual Assistants

AI-powered chatbots can conduct interviews and gather customer feedback 24/7, reducing reliance on traditional methods and increasing the reach of new-age research efforts.

Extracting Insights from Diverse Sources

Social media conversations, online reviews, and customer service interactions are treasure troves of information.

AI-powered sentiment analysis tools can analyze this vast amount of unstructured data to understand customer opinions, brand perception, and emerging trends.

Generating Synthetic Data

AI can create realistic survey responses based on existing data sets. This can be helpful for testing out new survey questions or filling in gaps in existing data.



Generative AI
can be used for
Good or Evil...

It is essential for the
market research industry
to use the right tools to
stay protected against
**fraudulent
responses.**

In a world where AI is open source, knowing whether you are speaking to a human or a machine is crucial

92%

HUMAN-GENERATED CONTENT



Looking great!

78%

HUMAN-GENERATED CONTENT



You should edit your text until there's less detectable AI Content.

Where do we go from here?

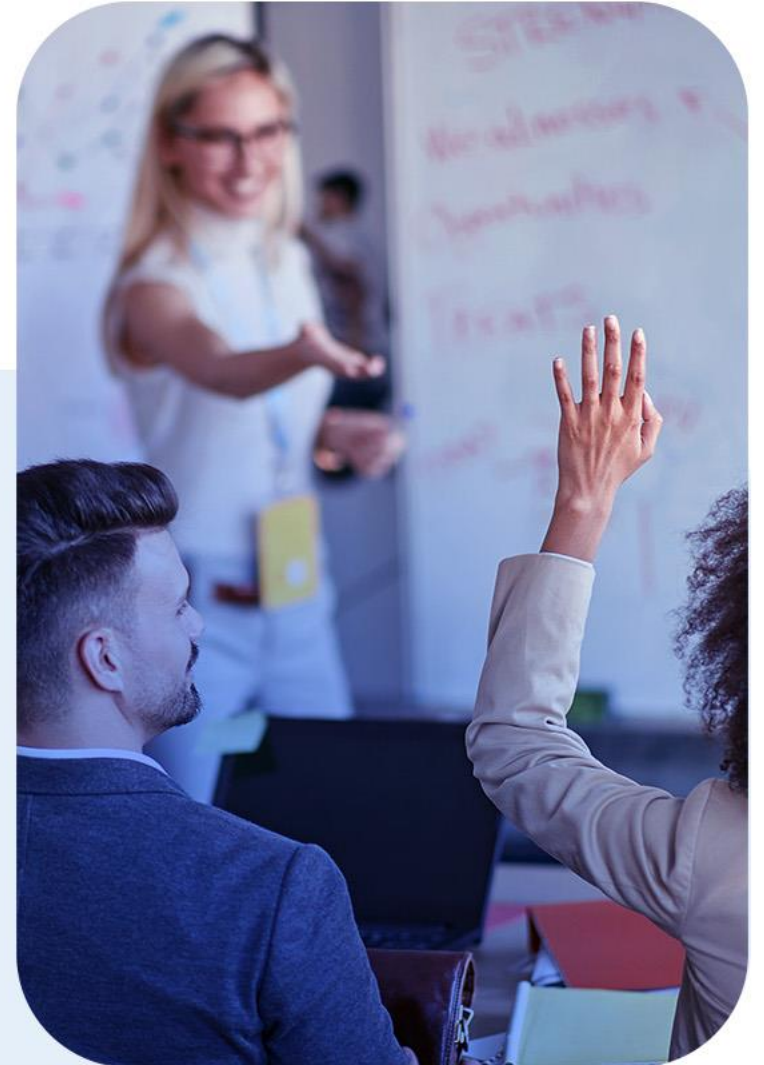


- Don't fear, AI is here to stay, and embracing technology will lead to successful future research
- We are all leaders here, embrace technology responsibly and ask the hard questions: just because we can do this.... Should we?
- When approached by independent vendors, ask important questions around the following:
 - Privacy and security
 - Quality of insights
 - Transparency of model and data gathering



Where to begin?

- **Quality of Data within your ecosystem
-> Data-Led Organizations**
- **Education + Conceptualizing**
- **Top Down, Bottom Up: Awareness + Education**
- **Test Learn Environment to pressure test tools as they evolve**





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AI can **SUPERPOWER** the Research Industry

- The key is for AI to **enhance, not replace**, quality processes and insights and enhance productivity.
- Ask the right questions
- Identify and eliminate bad actors
- Contextualize and translate the insights
- Use AI to go beyond sentiment analysis

