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Welcome to Research 2.0: AI-Powered research platforms

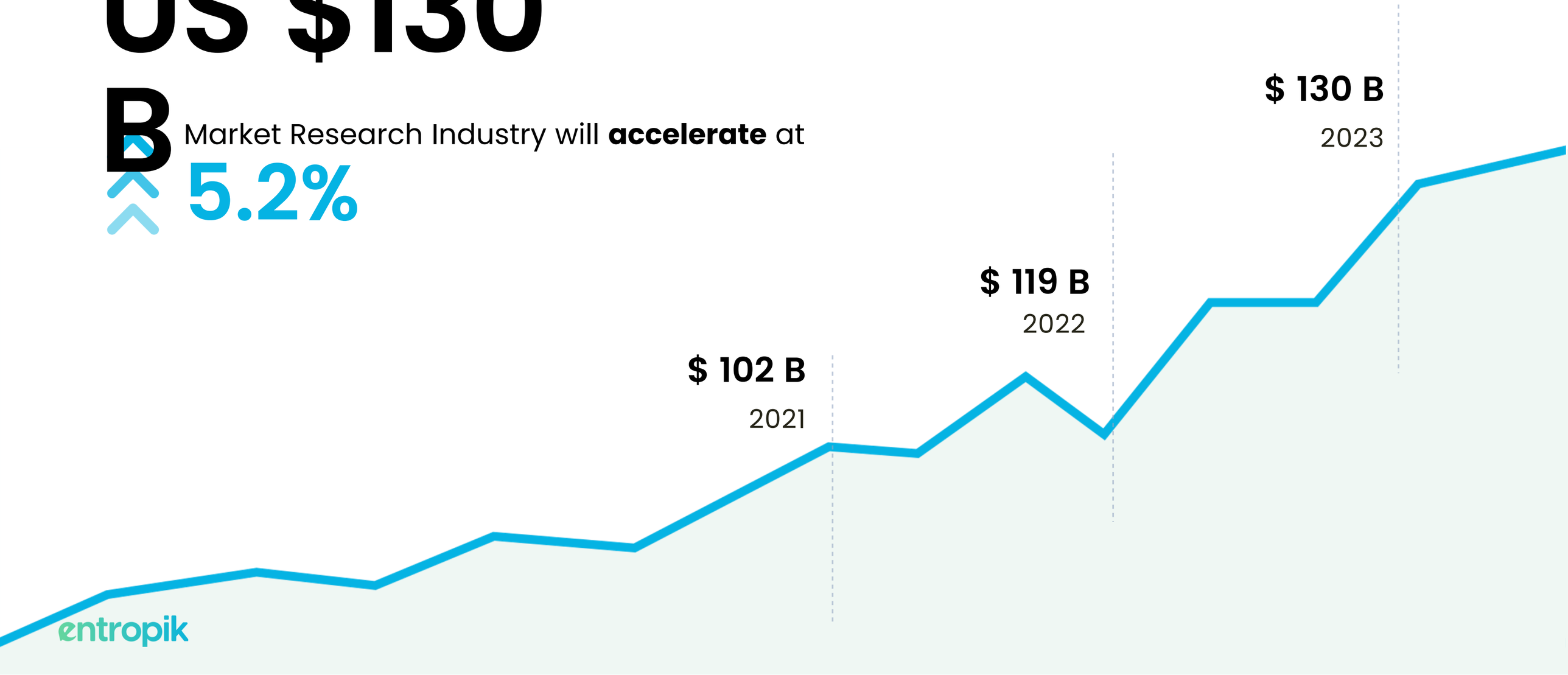
John Crouch : VP, Sales - Americas

Future of Market Research

US $130 B

Market Research Industry will **accelerate** at

5.2%



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Challenges in Traditional Research

1. Data Quality Tarnished
2. Bias creeping into Research
3. Slower Turn-Around Time
4. Comparatively higher cost
5. Having a single system of record

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5 A’s of New Age Research

Analytics

Accurate

Actionable

Agile

Automation

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Next Gen Research

Improving actionability of researched data

- Finding hidden patterns in research data
- Conversational AI for reporting insights from research
- Projecting survey data to real-world databases.

Accelerating research projects

- Qualitative research insight mining
- Quant open end surveys response analysis
- Agile Survey Design and Development

Leveraging past research for new insights

- Search algorithms for indexing past research to improve discoverability
- Insight aggregation and dashboarding across studies
- Extracting meta insights from past narratives

The AI advantage in Research

Speedy Data Management

Intelligent automation Speeds Up data collection , processing and understanding

Actionable Insights

Data driven; accurate decisions based on the performance of key metrics

Interactive Dashboards

Drill into actionable insights and gain deeper visibility into behavioral metrics

Improved CX

Optimize resource utilization for improved and efficient CX

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Trends behind the Increase In Information Gathering

Changing Consumer Expectations

Trend Cycles are getting shorter

Employees as Influencers

Growing & changing data analytics & democratization of data

System 1 v/s System 2

System 1

95%

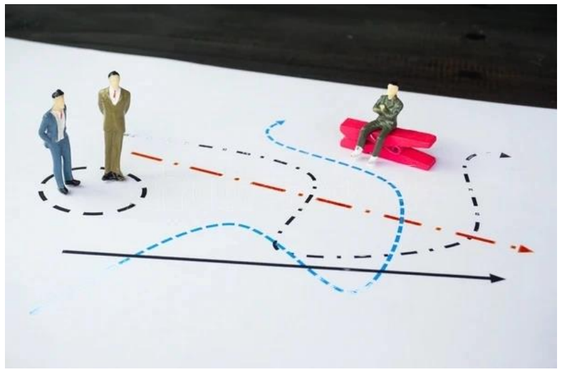
Unconscious
Fast
Associative
Automatic Pilot

System 2

5%

Takes Effort
Logical
Slow
Lazy
Indecisive

What we want to solve for :



Problem 1

Insights are generic and lack actionability

Problem 2

Traditional research relies only on stated responses

Problem 3

Lengthy and non-agile research processes

Problem 4

Insights are scattered across different sources

Better Insights & Accurate Decision Making

=

ROI based Decisions

Faster, Agile & Collaborative Research

=

Cost Savings

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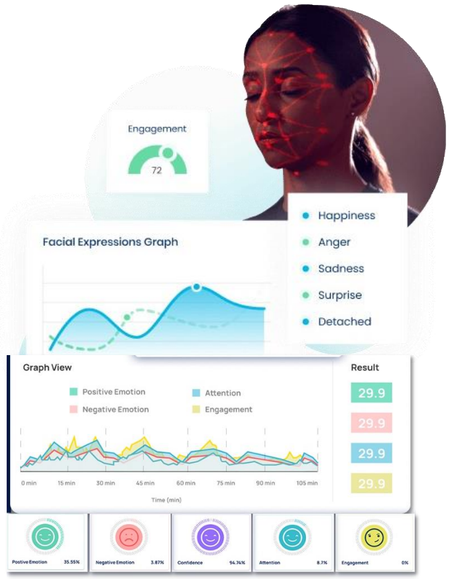
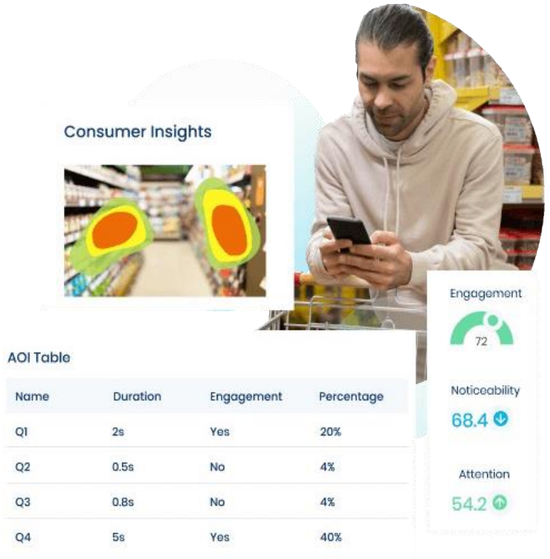
Emotion AI Technologies

System 1 Insights to back Survey Results | Unbiased Responses | 60mn+ Panelists across 120 Countries

Facial Coding



Eye Tracking



Voice AI

- Attention
- Engagement
- Emotions
- Eye Tracking Heatmap
- Time to Notice
- Areas of Interest
- Voice Transcription
- Voice Translations
- Benchmarks

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What is Entropik? An Integrated Consumer Research Platform...

For Consumer Research & Insights Team

Get quick, actionable, and unbiased consumer insights for decision-making

entropik Affect Lab

AI Powered Quantitative Platform

+

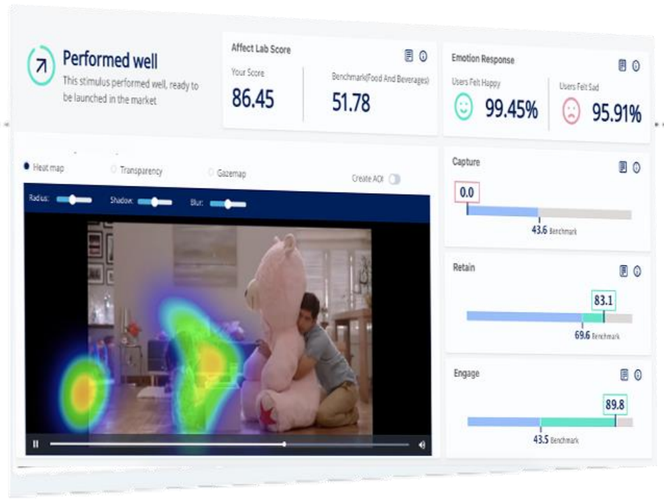
entropik Decode

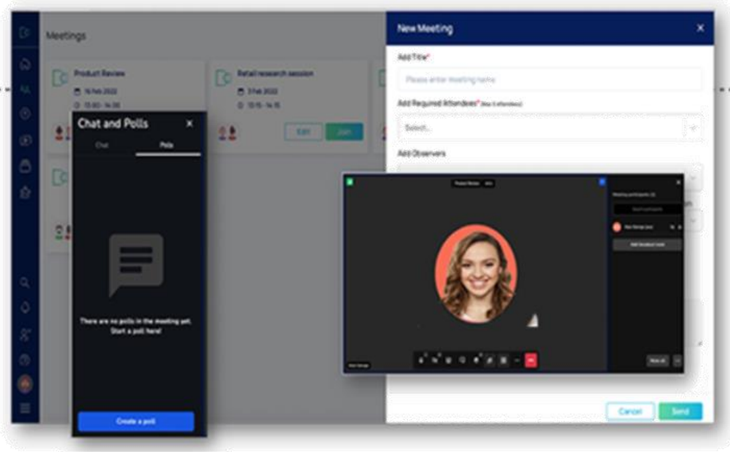
AI Powered Qualitative Platform

+

Online Panel

60 million+ respondents spread across 120 countries





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What is Entropik? An Integrated User Research Platform.....

For UX , Design & Product Teams

Make sense of all UX Research Interviews in one intuitive, collaborative, & searchable platform.

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Affect UX

AI Powered
Quantitative Platform

+

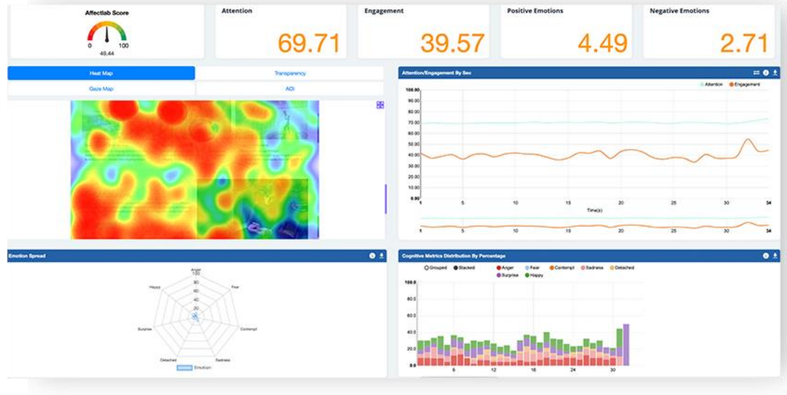
entropik
Decode

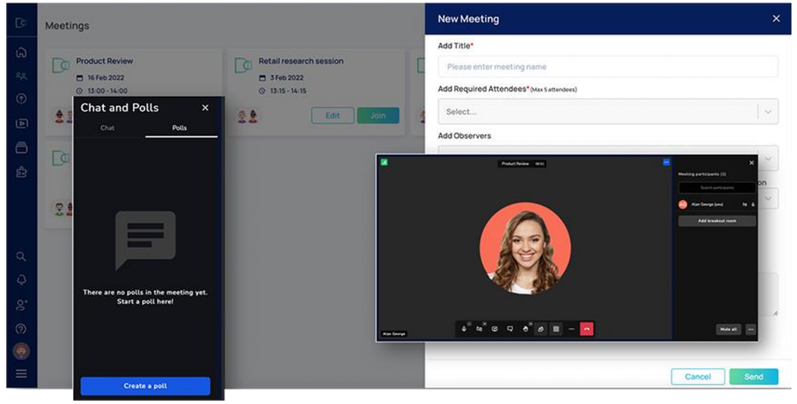
AI Powered
Qualitative Platform

+

Online Panel

60 million+ respondents
spread across 120 countries





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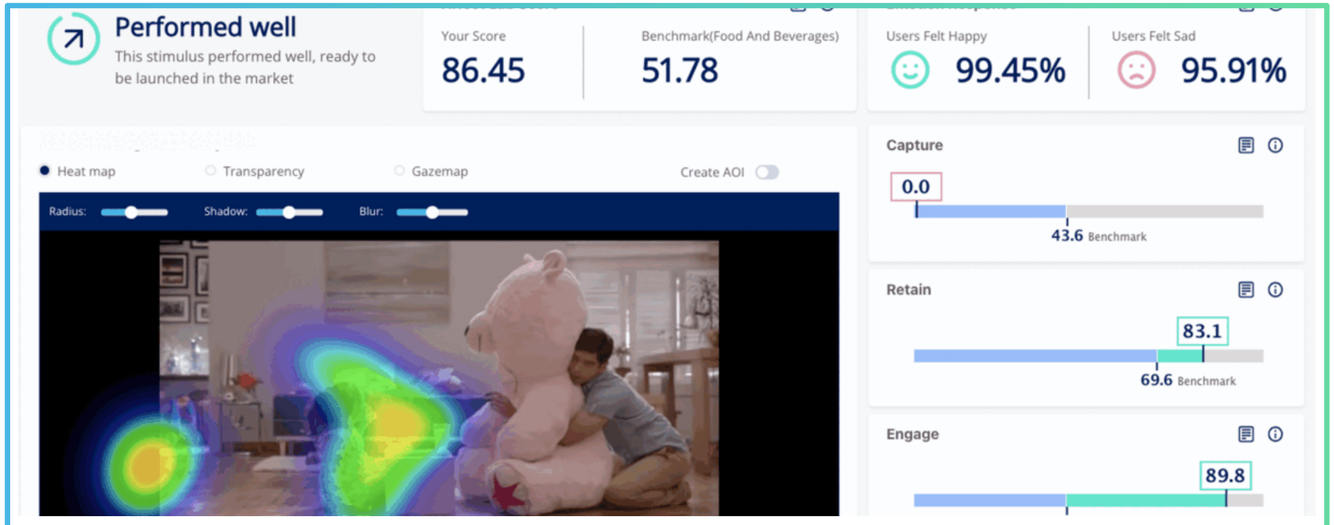
Unified Insights Dashboard

Emotion Insights| Survey Insights | Transcript Insights| Comparative Dashboards | Benchmark Scores

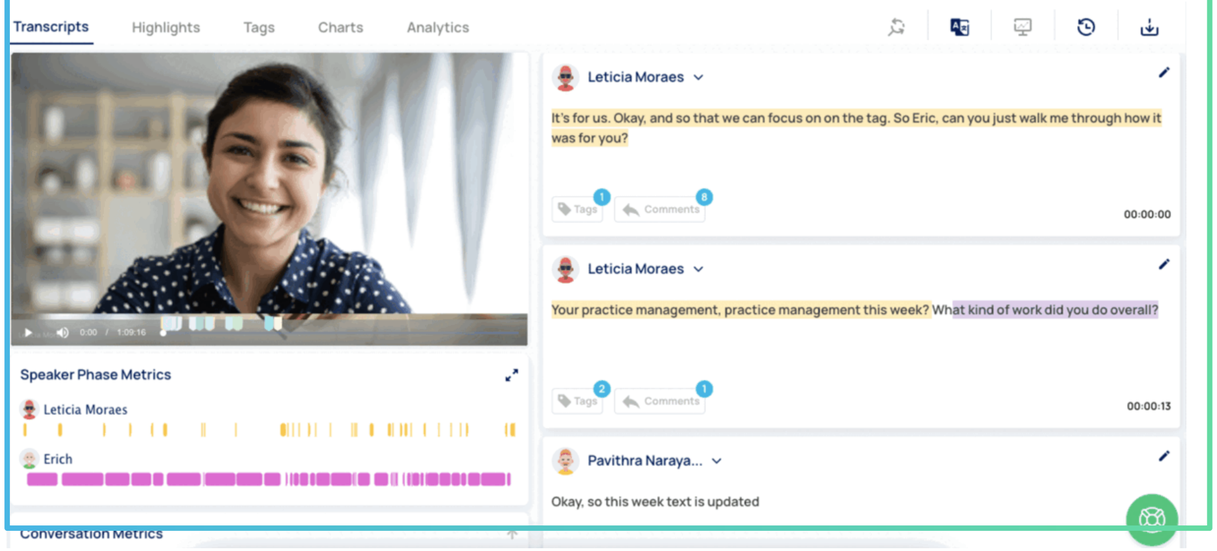


Quantitative Insights

Attention, Engagement and Emotion Metrics
User Sessions, Screen recording and Buyer Journey
Eye Tracking Heatmap, Gaze Map and AOI segments

Qualitative Insights

Auto Transcription, Translation and Speaker Recognition
Snippets, Highlights and Tags of Transcriptions
Speaker Analytics, Confidence Scores and Emotion Analysis



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Entropik Advantage

Time to Insights, Agile & Faster research process

- 6X faster time to Insights
- 2X more research in the same time.

Unbiased & Accurate Decision Making

- Up to 30% lift in Marketing Spends ROI
- Up to 12% Lift in Funnel Conversion

90+ Enterprise Customers Globally

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Thank You