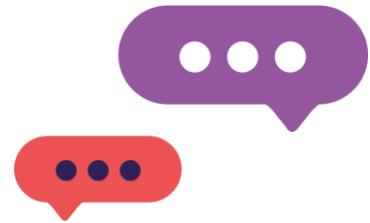


It's great to have you here.

We will start shortly...



Video + ChatGPT

The Future of **Qualitative Research**



Voxpopme®



Microsoft

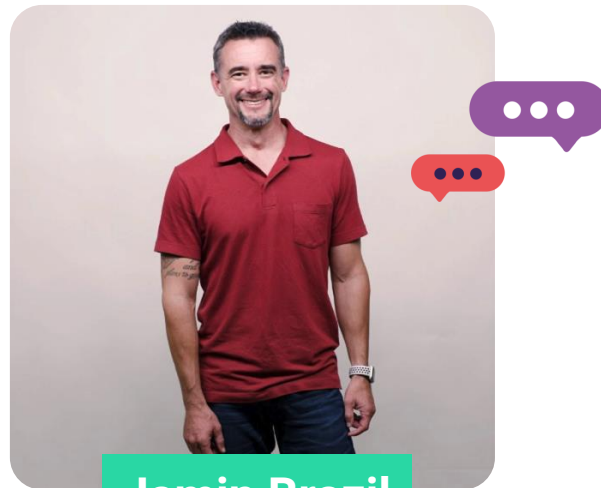


Great to meet you! 🖐️



Romani Patel

Sr. Manager, Research and Insights at Microsoft



Jamin Brazil

CRO, Voxpopme



Innovation



OpenAI launched on November 30, 2022.
By January 30, 2023 it had over...

100 million
active users.

Why AI now?



It wasn't the underlying model that mattered, it was the usability of it.

Both the RLHF and the interface.

Sam Altman



What does ChatGPT have to do with **insights?**



How to use ChatGPT for better consumer insights



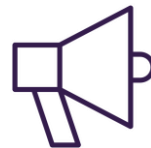
Survey Generation



Interactive insights



Rapid Data Analysis



Suggested Research



Introducing

AI Insights

Voxpopme + ChatGPT



Chat

Ask me anything...

Have you thought of asking:

- What are some common complaints from your customers?
- What are the common factors that participants consider while choosing a brand to purchase?
- What are the most important considerations when participants choose a brand to purchase?
- How do participants perceive the value of different products, and what factors influence their perceptions?

Chat

Please could you parse the query "Please can you show a summary of responses for the age group 18-25". Examples of filters are genders, age and question asked."

Certainly! Based on your query, it seems like you're requesting a summary of responses to a certain question or topic, with the additional filters of genders, age, and question asked, specifically for the age group of 18-25.

To clarify, are you asking for summary of responses from a specific survey or dataset? If so, please provide more information on the source and context of the data.

Additionally, what specific question(s) are you interested in filtering by? Please provide those details so that I can provide you with more accurate response.

Can you tell me the age range?

Based on your initial query, the age range you specified is 18-25. I hope this helps. Is there anything else I can assist you with.

Videos [View all](#)

Built with  Microsoft Powered by  OpenAI



Voxpopme[®]

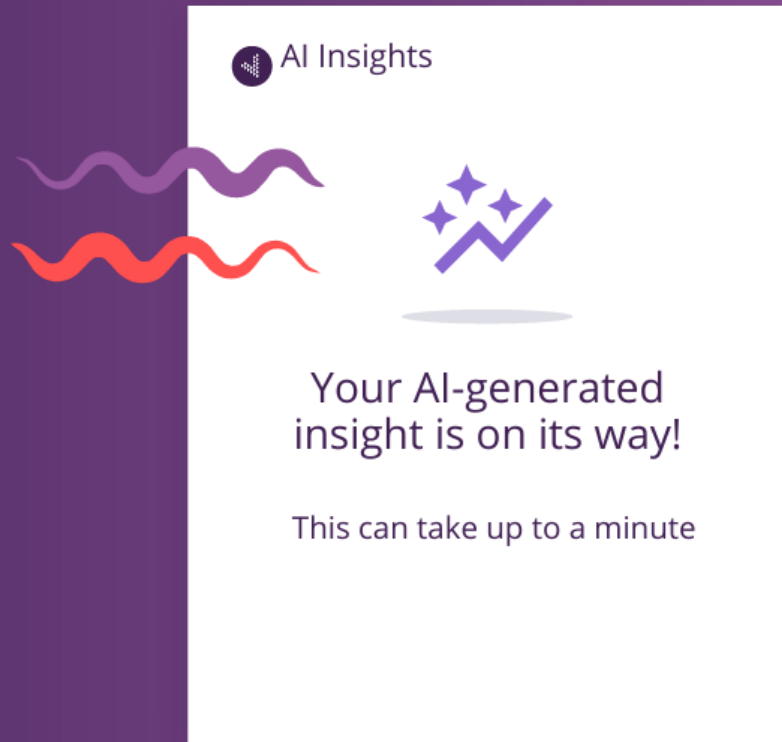


“There’s **Hand’s work,** Head
work, and Heart Work.”



Let's generate some **insights**

How Microsoft
uses ChatGPT in
Voxpopme





What impact did it
drive for Microsoft
(my research co-pilot)

600

Customer Video Responses

60x

Faster insights

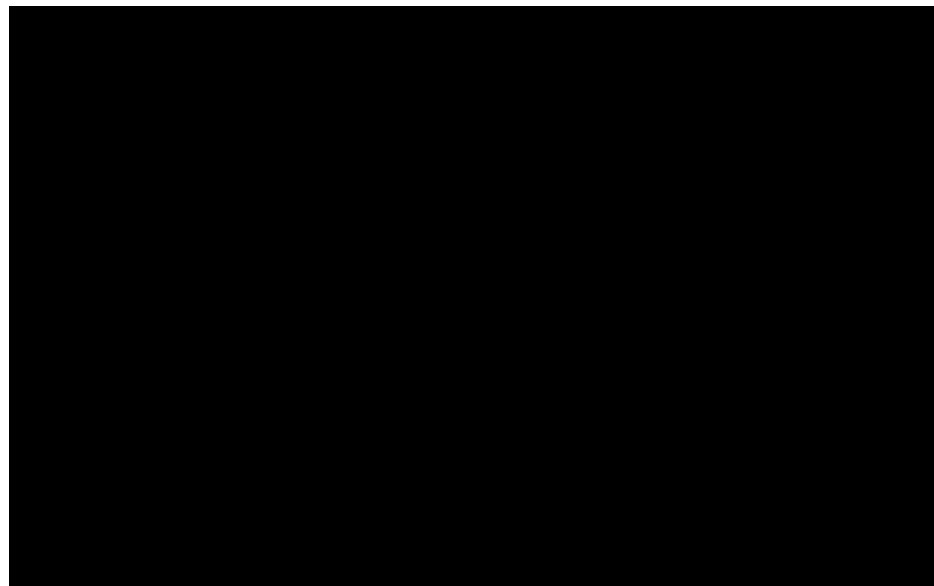
97%

Time saved on
analysis



Smart SurvAI

Generate survey
questions **in seconds**
using natural language

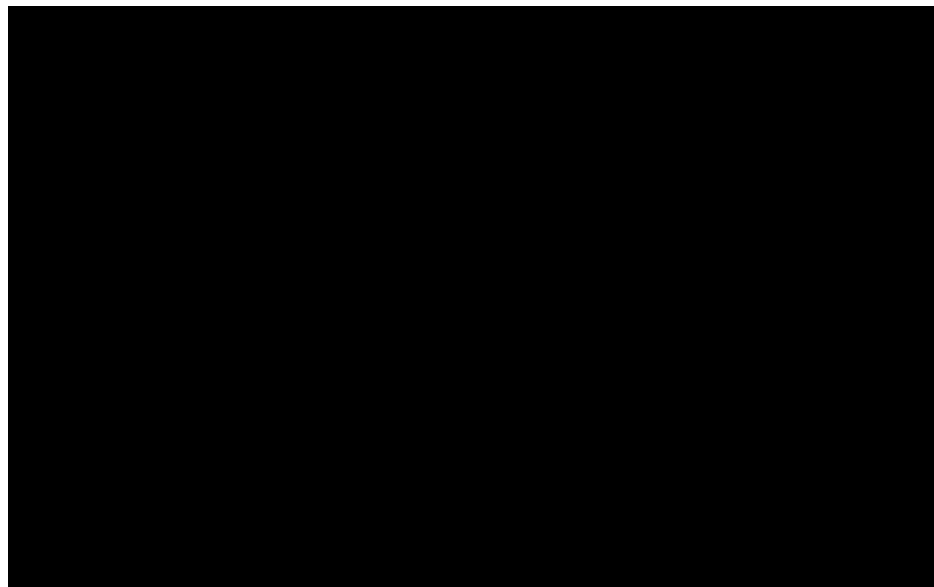




Key insights

Generated insights
within minutes from

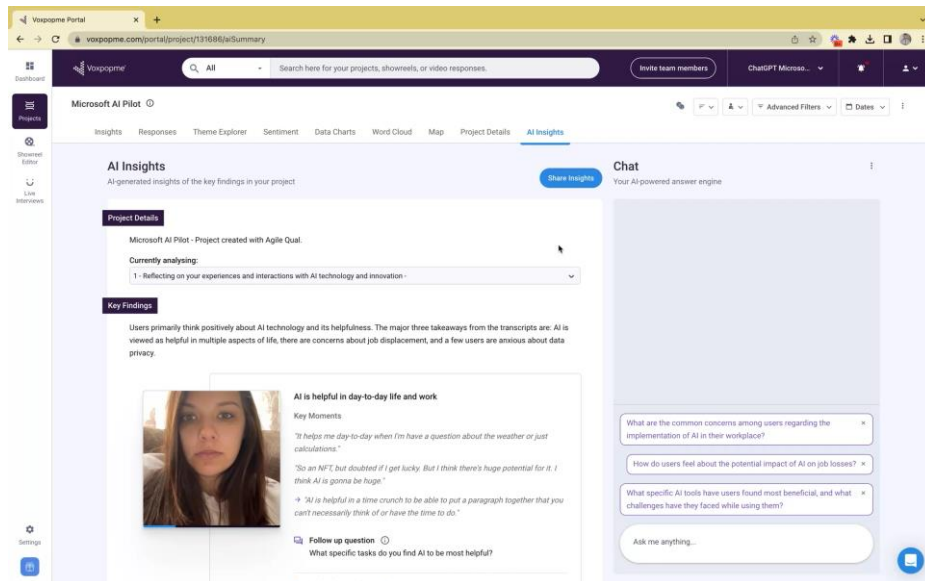
600 videos





Dive deeper via Chat interface

Uncover nuanced insights with the help of **smart prompts** as well as have the flexibility to ask your own questions





Share insights

Share **instant** insights

The screenshot displays the Voxxopme Portal interface. At the top, there's a navigation bar with 'Microsoft AI Pilot' and various tabs like 'Insights', 'Responses', 'Theme Explorer', etc. The main content area is titled 'AI Insights' and shows 'AI-generated insights of the key findings in your project'. It includes a 'Project Details' section with 'Currently analysing: 1 - Reflecting on your experiences and interactions with AI technology and innovation'. Below this is a 'Key Findings' section with a sub-section 'AI is helpful in day-to-day life and work' featuring a profile picture and key moments. On the right, there's a 'Chat' interface with a question: 'What are the top 3 most common uses of AI tools in the workplace?' and an answer: 'Based on the provided responses, the top 3 most common uses of AI tools in the workplace are as follows: 1. Productivity... 2. Communication...'. There are also several follow-up questions in the chat window.





Head start on follow up research

Get a head start with AI
recommended **follow up**
research questions

Voxpopme

Search here for your projects, showreels, or video responses.

Microsoft AI Pilot

Insights Responses Theme Explorer Sentiment Data Charts Word Cloud Map Project Details **AI Insights**

Concerns about job displacement

Key Moments

"I do fear that in my collage jobs from people."

"But there's also a concern. It could kill a lot of jobs, but we'll just have to wait and find out, I guess?"

"And unfortunately it's going to eliminate a lot of jobs."

Follow up question

Which industries do you think are at the highest risk of job displacement due to AI?

+ Add to showreel Create new survey





Data Security

Your data remains yours:
**private, secured and not
shared with anyone**





Two ChatGPT Mistakes

And how to avoid them as a market researcher



01

Poor prompts =
poor outputs

Okay Prompt

How do people use AI tools at work?

Great Prompt

Act like a market researcher and tell me how Gen-Z males use AI in the workplace so I can create messaging that resonates with the same audience segment in an ad campaign.



02

Forgetting AI can make mistakes

Limitations

ChatGPT can hallucinate (aka get things wrong)

Remember

1. AI is your assistant (not the other way around)
2. You have the domain expertise
3. Read answers and suggestions carefully
4. Combine your knowledge with AI's speed for reliable insights



AI Insights is...LIVE!

Contact us to see how your
team can start using AI
Insights today

Jamin.Brazil@voxpome.com



wayfair

MARS



Microsoft

sky

Kellogg's



PEPSICO

Givaudan



Shell



ROYAL CANIN

Uber Eats

Crayola



Liberty
Mutual

reckitt



The Clorox Company

TRACFONE