



From Business Questions to Strategic Decisions:

Harnessing the power of
generative AI for consumer insights

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Agenda

1

Quick look back

2

AI 101

3

Current Business Applications

4

AI in Market Research

5

Key takeaways and Q&A





NOKIA



SEARS



NETFLIX

amazon

Walmart 

sightx

And now, history is ready to

REPEAT ITSELF

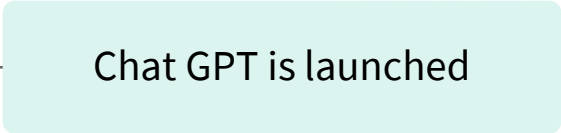
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HISTORY

Brief History of AI

2022

Chat GPT is launched



HISTORY

Brief History of AI

1956

Introduction of AI
As a science

1964

First AI Chatbot

1982

Invention of Recurrent
Neural Networks

2014

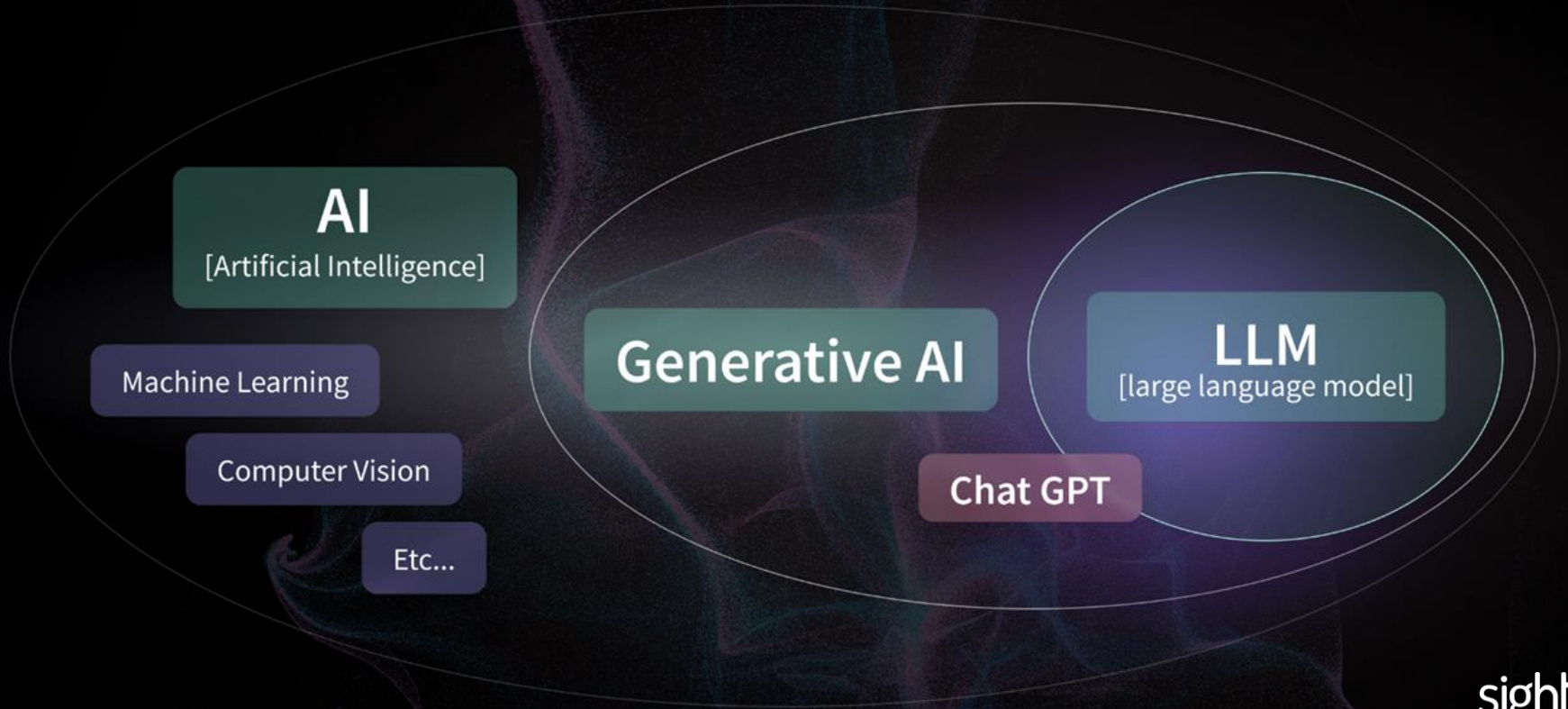
Creation of GAN's

Some people call this artificial intelligence, but the reality is this technology will enhance us. So instead of artificial intelligence, I think we'll augment our intelligence.

Ginni Rometty, Former CEO of IBM and author of Good Power

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Terminology



Inputs & Outputs

Text - Text

Text - Image

Image - Image

Image - Text

Speech - Text

Text - Audio

Text - Video

Multimodal Models
[All in one]

Industries Already Impacted by Generative AI



Healthcare



Manufacturing & Engineering



Retail & Ecommerce



Finance & Investment



Marketing & Advertising



Education & Training



Media & Entertainment



Design & Creative Arts



Healthcare

Google



Google partnering with iCad to integrate AI tools in the company's devices to detect breast cancer



Google is working with Bayer to automate drafting of clinical trial communications in multiple languages

Microsoft



Microsoft and Epic have teamed up to reduce the time clinicians spend documenting or replying to patient messages



Working together to offer a solution to analyze complex medical records and policy documents to automate the prior authorization process.



Retail & Ecommerce



Carrefour has launched Hopla, a chatbot based on ChatGPT which will be integrated into the [Carrefour.fr](https://www.carrefour.fr) website



Walmart also came out with a genAI shopper assistant. Additionally, has been active in Voice to order via smart devices.

For store associates they developed Ask Sam - helps with day to day tasks

Lastly, the retail giant is in trial using generative AI chatbot for supplier negotiations.

So, what about

MARKET RESEARCH?

WE ASKED GENERATIVE AI:

“Share statistics on how generative AI will transform market research”

SPEED AND EFFICIENCY

According to McKinsey AI automation has the potential to reduce the time it takes to gather insights by up to **80%**

COST SAVINGS

McKinsey estimates that AI-driven automation could result in cost savings of **70-90%** market research operations

SPEED AND EFFICIENCY

Research by Forrester indicates that companies using AI-driven analytics are **33%** more likely to be leaders in real time marketing

CUSTOMER SEGMENTATION

According to a study by Adobe, companies that use AI driven segmentation see a **233%** increase in customer engagement rates.

8 Ways Generative AI is Transforming Market Research

Survey and experiment co-creation

Asset creation: Text to image/video

Qual analysis

Quant analysis

Meta Analysis

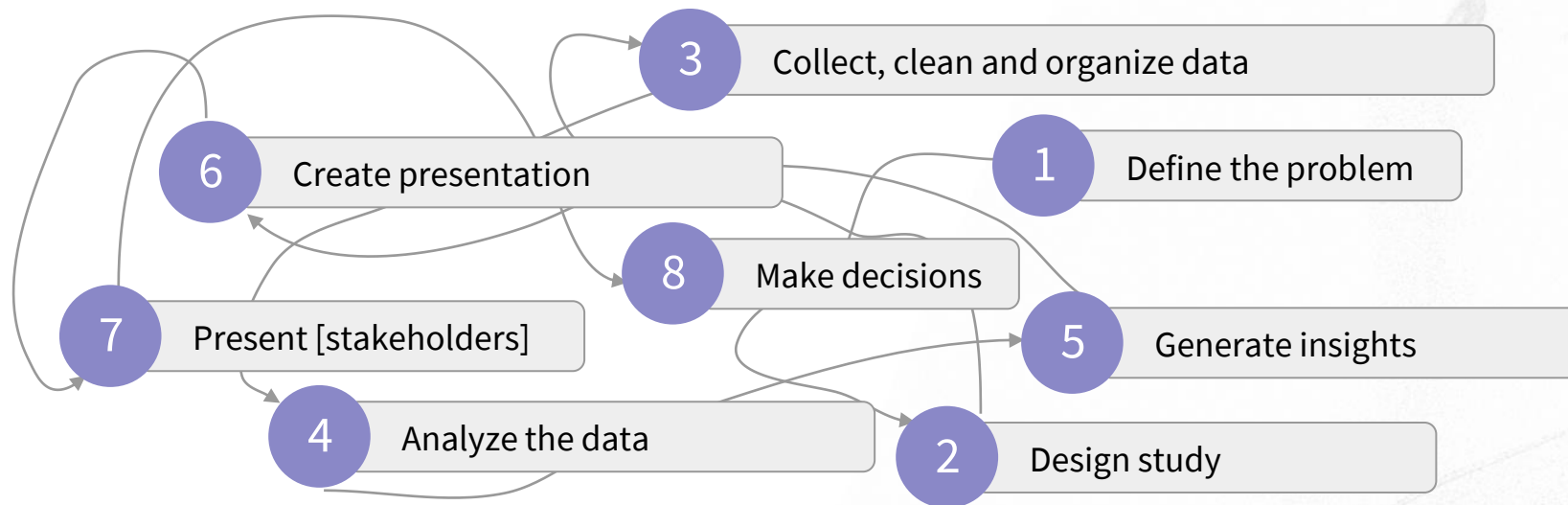
Fraud detection

Executive summaries

Content Creation

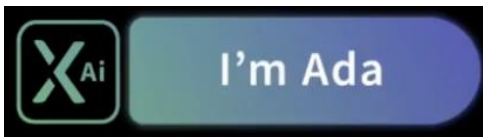
All will result in the same outcomes: Faster, Better, Cheaper

We can go from this



Estimated [2-6 months]

To this!



1 Define the problem

2 Design survey

3 Collect, clean and organize data

4 Analyze the data & generate insights data

5 Create presentation

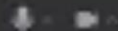
6 Share with stakeholders

7 Make decisions

Estimated [1-4 weeks]



Maxine also allows me to speak French.
Maxine me permet aussi de parler Français.

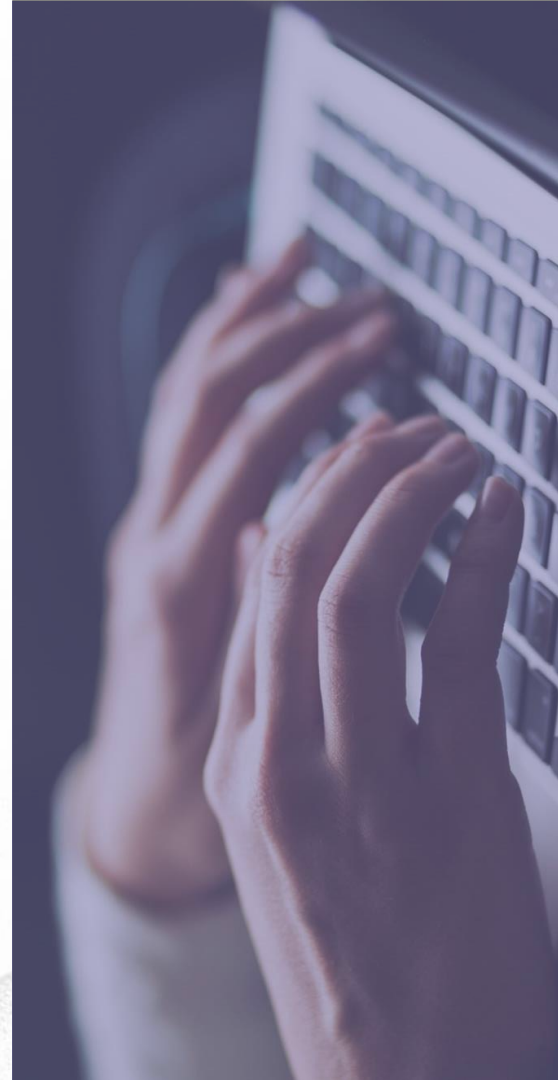


Leave Meeting

Key Skill: Effective Prompts

Tips for writing effective statements and questions:

1. Be clear and specific
2. Ask open ended questions
3. Use natural language
4. Provide context
5. Provide feedback
6. Experiment and iterate



TAKEAWAYS

1. Avoid denial and panic, embrace POSITIVITY to change
2. The progress we're making is exponential
3. The speed at which progress is made is also exponential
4. It takes partnership & collaboration
5. Tolerating the imperfect for the sake of progress
6. New skills, new workflows
7. You cannot afford to NOT be part of it. You can shape it, or play catch up.



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Thank You!

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to learn more