



SCALING THE WHY

How Kimberly Clark is using
conversational AI to blend
qual with quant

Where have you heard of Kimberly Clark?



The story behind our session today



We are on a journey to constantly improve the research methods we use, to make sure we're getting the best insights we can



Start point

Traditional project and DIY studies



Now

Learning and piloting new AI tools to complement existing set



Next

Roadmap to integrate the best AI methodologies into toolbox for wider team



inca

conversational AI *for*

deep human

understanding, at scale

inca Conversational AI – the quant survey issues we are solving for

1. Lack of ENGAGEMENT

2. Lack of DEPTH

3. Lack of EMOTION

Traditional surveys often lack insight from OE answers

Q. What did you like about this product?

A. It tasted great

Q. Can you tell me why you wouldn't recommend our hotel?

A. Poor service

Q. What do you like about working here?

A. I value the culture

Or, worse, uninformative, gibberish or irrelevant

Q. What did you think of this ad?

A. Dunno

Q. Why do you say you'd be unlikely to buy this product?

A. bsybjsacuhjn

Q. What do you think about social media in general?

A. Cucumber is green



***But what if you could use
Conversational AI to ask
relevant probes?***

inca SmartProbe – Conversational AI Probing

Q. What did you like about this product?

A. It tasted great

inca SmartProbe:
What specifically do you like about the taste?

Q. Can you tell me why you wouldn't recommend our hotel?

A. Poor service

inca SmartProbe:
What kind of service did you find unsatisfactory?

Q. What do you like about working here?

A. I value the culture

inca SmartProbe:
Could you tell me more about what you like about the culture?

i To start, provide an open-ended question & a participant response.

 Example

 English

Research Question

Write your research question here

Participant Answer

Write your participant answer here

Generate inca SmartProbe



<https://nexxt.in>

INTELLIGENT PROBING LEADS TO RICHER RESPONSES

Q. What makes you say you are looking forward to Christmas?

A. I really like Christmas with my wife and family. A happy time of year

inca SmartProbe: That sounds great! What do you like to do with your family during Christmas?

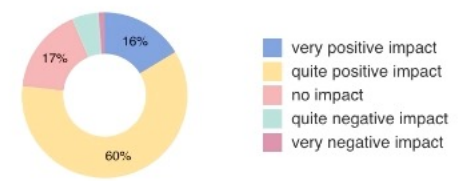
A. Breakfast in the morning, quick trip to the pub then a great lunch. Also opening of the presents. I like surprises



00:00 |       02:13

COMPETITIVE IMPACT [N=172]

Donut Chart | Sort by Option (Dsc)



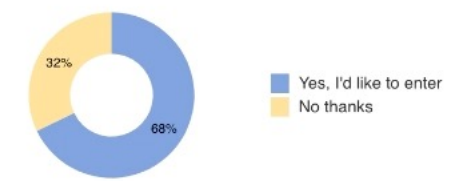
ROLE [N=172]

Donut Chart | Sort by Percent (Dsc)



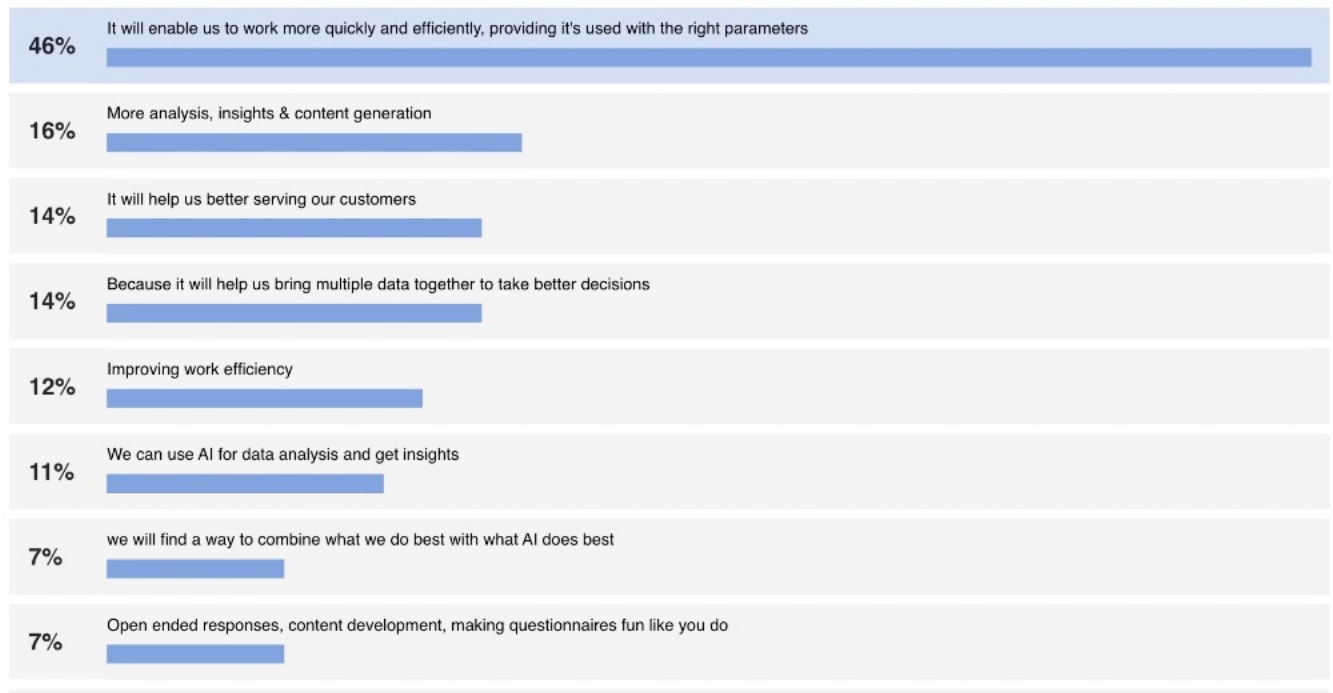
COMPETITION [N=159]

Donut Chart | Sort by Percent (Dsc)



POSITIVE IMPACT [N=132]

Themes (15) | Sort by Percent (Dsc)



OPEN IN QUICKTAG

Verbatims [N=61]

Sentiment

Search through respondent dialogues

- It will allow us to achieve greater efficiency; Faster time to interpretation and accelerating procedural elements in projects
- It will increase productivity and efficiency; easier to find info;
- It will help us create more innovative tools and ways of working; Chat interfaces for all our internal knowledge and learning materials
- I think it will be used to turn things around faster with more accuracy, so faster = cheaper = happy clients.; Cut out human processing and human error.
- Can help to be more efficient; Reduce monkey work
- I think it has the potential to help automate/expedite things that are done manually or slower right now. Being able to deliver bigger, better, faster to our clients would have a positive impact on our ability to wow clients and compete vs. others the same size as (or even bigger than) us.; Finding interesting trends in data sets, synthesizing unstructured data and extracting themes from it. Probably many more use cases than I can think of!
- It will help us do things with less resources; I don't know
- It will largely improved the efficiency; We can use AI for data analysis and get insights.
- It will make us much more efficient, and offer our clients and users a faster way to access our data, information and products; Allow us to hand over manual, repetitive tasks to AI, including basic emails, frequently asked questions, faster access to our case studies, and the plug ins will allow for faster creation of presentations, proposals and documents.

NEGATIVE IMPACT [N=11]

Survey participants express mixed feelings about the integration of Generative AI in the market research industry and its impact on job security and company adaptability.

Verbatims [N=11]

Sentiment

Search through respondent dialogues

*Benefits of
inca SmartProbe*

2.8x

higher word count
indicating **more
considered
OE responses**

2x



more significant
differences from OE
response leading to
**more differentiated
findings**

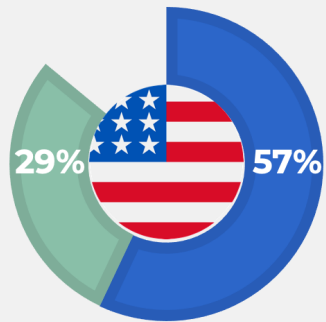
2.4x

more likely to explain
behaviour, leading to
**more actionable
recommendations**

Engagement

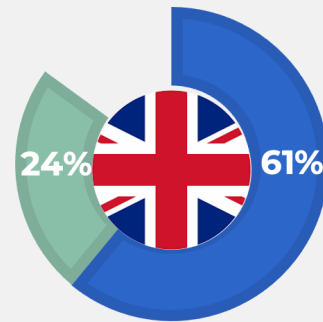
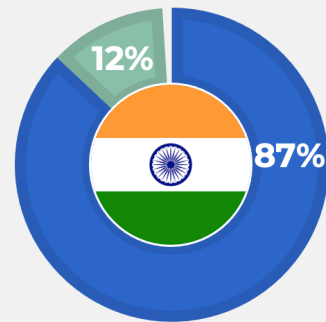
Compared to other surveys you have done, how would you rate this survey experience?

-  A lot better
-  A little better



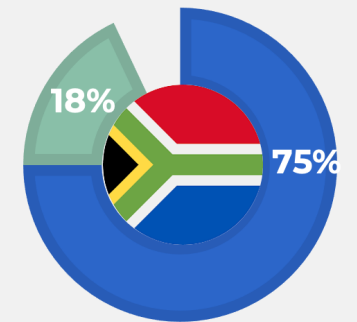
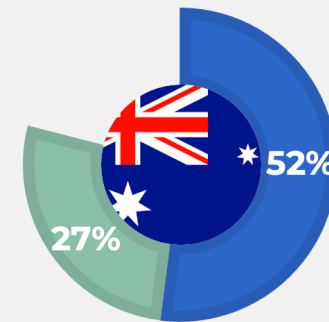
“I feel like I am talking to a real person to express my thoughts and I am being heard”

“This new format is fun and makes you feel like your opinions matter and are heard”



“This format was like having a conversation; it was unique and fun and engaging”

“It sure beats checking off little boxes!”



*And tapping
into emotion
at scale?*



Good afternoon! 🌞



Hi, I'm Inca. Nice to meet you! 😊



Thinking ahead to 2023, which of these characters best illustrates how you feel?



Why did you select this character? What does it say about how you feel about 2023?



I don't want to think about it, and I don't want to hear about it either, gas prices, housing prices, crime rates, jobs, like what else do we hear from the news?



Thanks for sharing. Let's switch gears a bit and talk about technology brands, starting with Apple



**Do it
Yourself**

*inca Conversational AI
Service Models*

**Do it
Together**

+API plug ins

**Full
Service**

We have now used conversational AI to answer a number of business questions in the past 6 months



Supporting category story



Explaining unusual trends spotted in data



Early concept development



Brand sentiment

Projects x 3



There are two types of project where I would ALWAYS consider using scaled conversational AI

Exploration



DIY surveys



The benefits that INCA has brought to my research: Getting the best of both worlds

Overcomes
traditional issues
with multiple
choice questions...

Not suggesting
answers to
respondents

No risk of
inadequate
answer list

Faster to write

Engagement is
guaranteed

...and
drawbacks to
traditional qual

No need to go
without qual due
to time/budget

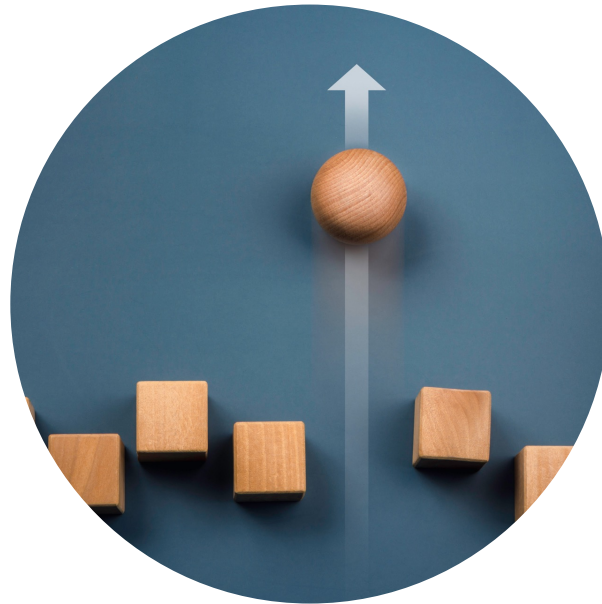
No need to have
a project in two
waves

Easy to see the
'big picture' and
select quotes

In the right circumstances, conversational AI can bring your research:



Higher quality



Quicker results



Better value



Thank you!

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