



Augmented Intelligence.

Quirk's London 2024





Rubiklab.

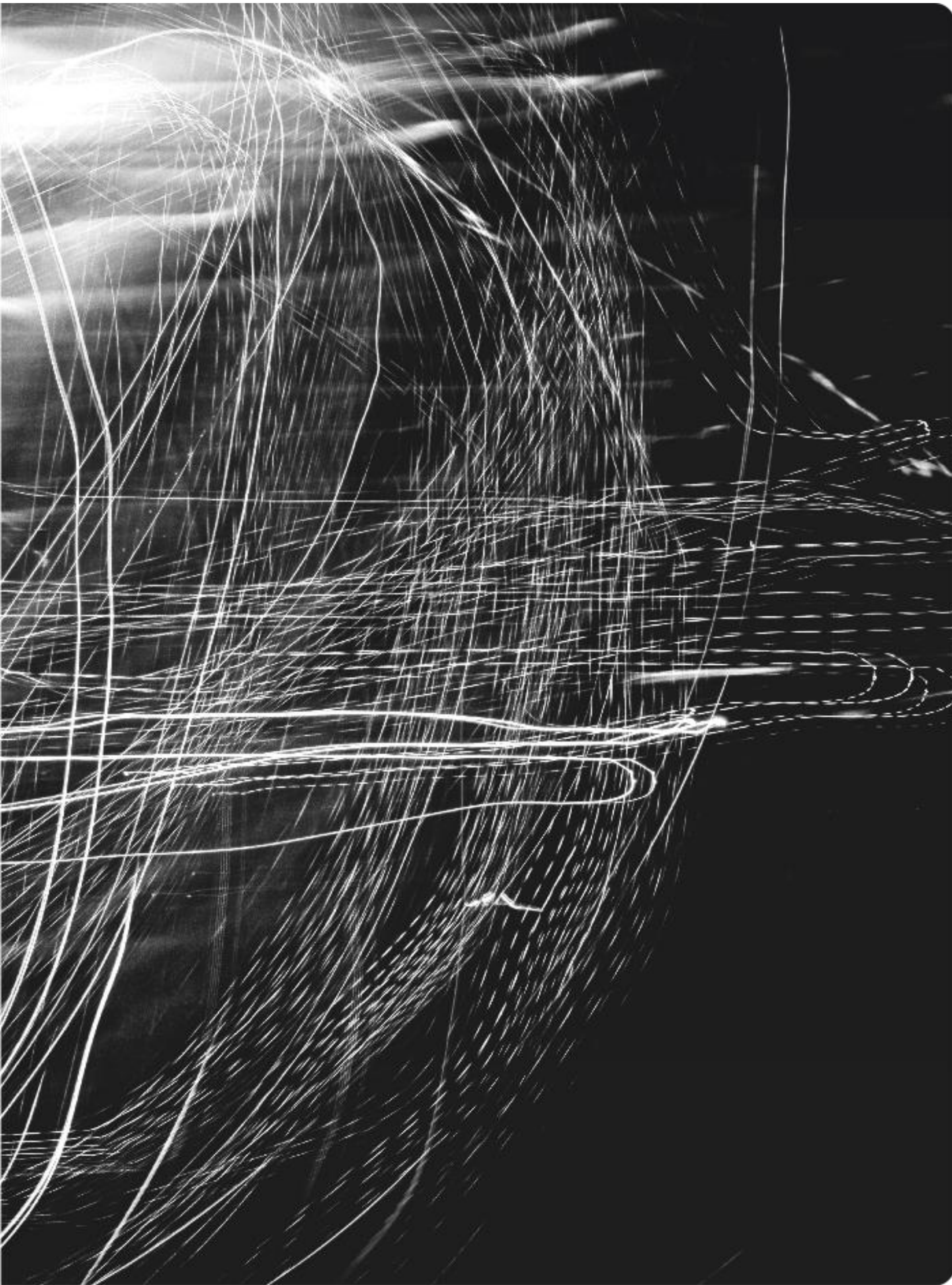
Social Listening. Text Analytics. AI Solutions.



The new normal in market research.

Embracing augmented intelligence.





Velocity. Volume. Variety.
Our relationship with data is changing.





The voice of the customer can get lost in a sea of metrics, keywords, and shallow AI tagging.



However, the advent of augmented intelligence paves the way for more intuitive, insightful, and human-centric research approaches.

Let's explore five ways, both technical and conceptual, to enter this new realm.



From noise to data clarity.

Turning words into mathematical expressions.





Navigating the noisy world of social data, we employ Large Language Models (LLMs) to turn conversations into tokens—transforming chatter into structured mathematical expressions.



By identifying recurring token patterns, we've pioneered a method to gauge the intrinsic quality of textual data.





Diving deeper, we assess how responses align with the context of questions, ensuring relevance and applicability.





Utilizing NLP, we enhance our semantic ratings by examining grammar and syntax, adding layers to understand the true quality of comments and verbatims.

Talk to Your Data.

Talk to Your Data is our pioneering feature that allows users to query data in plain language.

This is not a bot working from obscure training or synthetic data.

This is a different proposition.

We put researchers back in the driver's seat, enabling them to ask the right questions and receive insights instantly, revolutionizing how we interact with data.

We provide citations and reasoning weights for each answer to avoid the black box syndrome.

We are going full circle and bringing back market research to its fundamental function: asking the right questions.



The power of data diversity.

Contextual and conversational analysis.

Plurality of sources and voices.

Focusing on genuine consumer insights.





We look for greater context and relevance of conversations, ensuring that our insights are grounded in genuine consumer sentiment and trends.





By combining structured and unstructured data,
we promote data diversity.
We can compare and contrast insights.
We mitigate biases and quality issues.





Plurality of voices to reach a collective truth.

Organisational engagement.

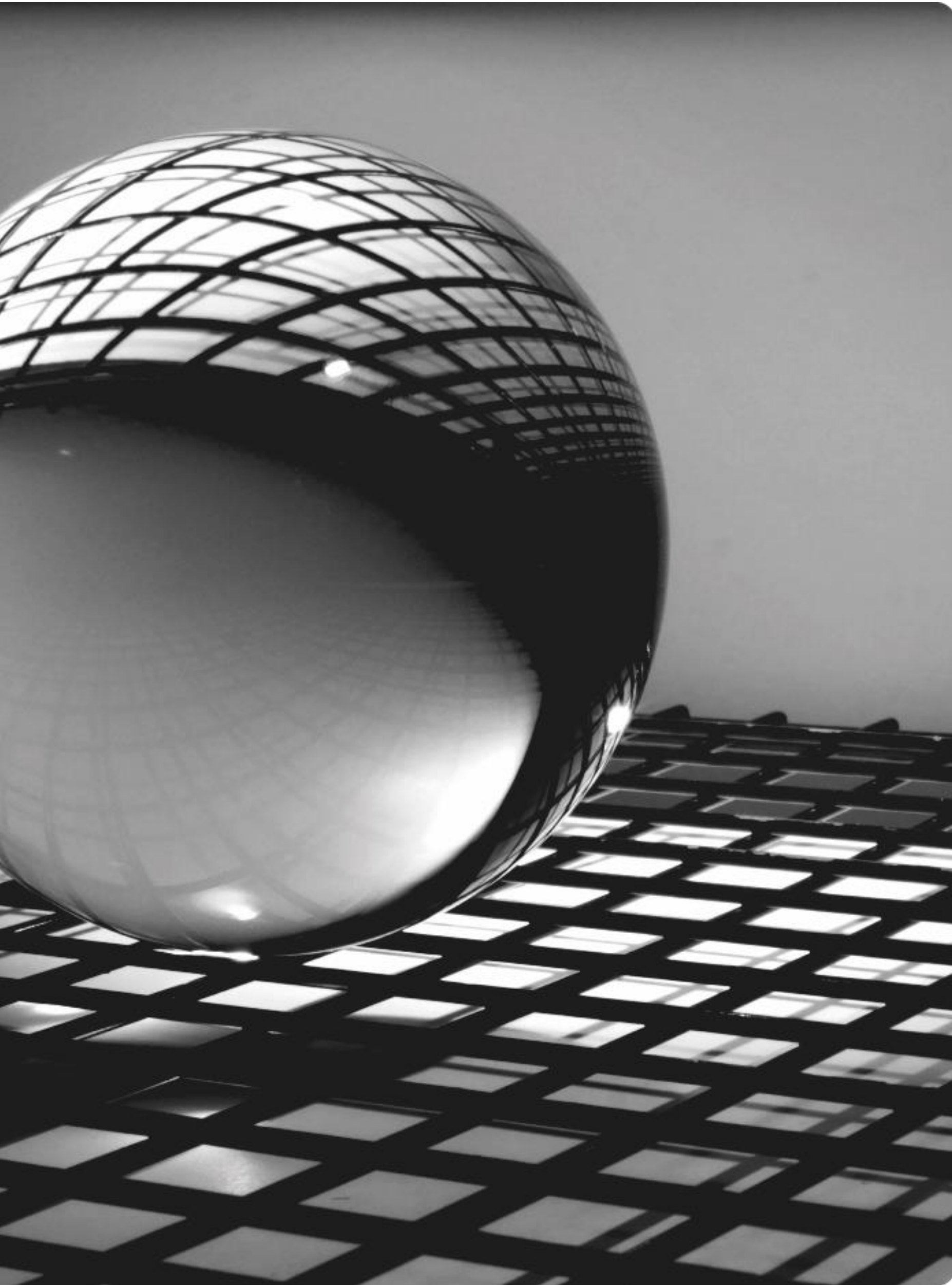
AI washing and saturation.

Escaping the AI echo chamber.

We have no moat.

Empowering teams through AI audits.

Bridging silos, charting the AI course.



Rapid AI development often overlooks depth and practicality, leading to scepticism and disconnection.



AI FOMO drives companies to chase trends,
creating a landscape of carbon copies.





The "We Have No Moat" memo that leaked from Google reveals a significant concern within the company regarding the competitive landscape in artificial intelligence (AI).



The memo, attributed to a Google engineer, argues that both Google and OpenAI lack a defensible competitive edge ("moat") because of the rapid advancements and flexibility of open-source AI projects.



The path forward lies in differentiation and a focus on actionable outcomes.



AI readiness: where does your team stand?

Tailored AI Audit.
Identify skill gaps.
Gauge team emotions.
Promote engagement.
The power of the “aha” moment





Breaking barriers, forging partnerships.

By crafting AI roadmaps tailored to each unit's journey, we chart a course towards Augmented Intelligence.



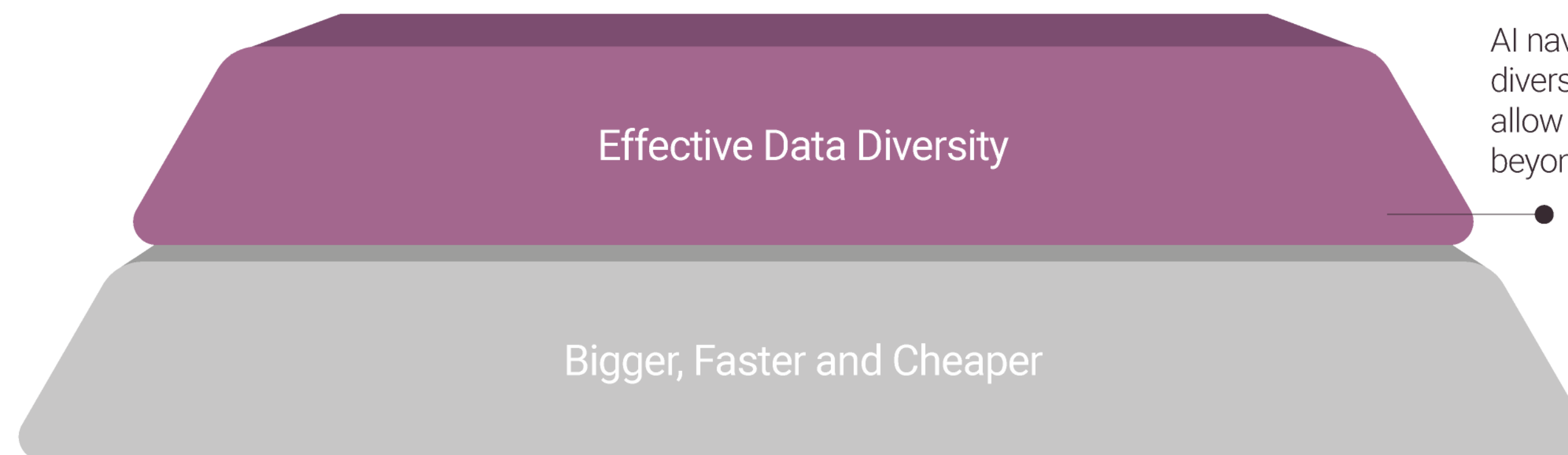
Beyond cheaper and faster.
Augmented Intelligence Integration.



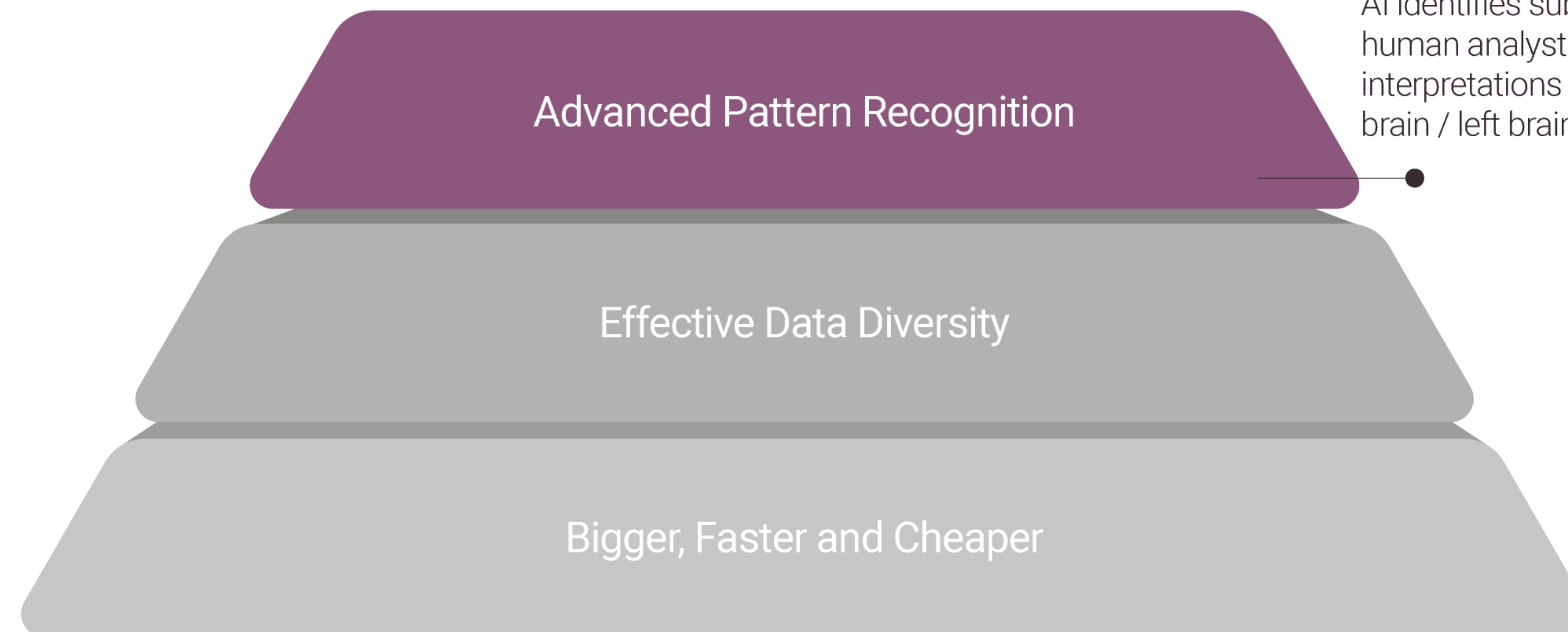
Bigger, Faster and Cheaper

Basic efficiency gains - AI automates transactional tasks beyond human ability.

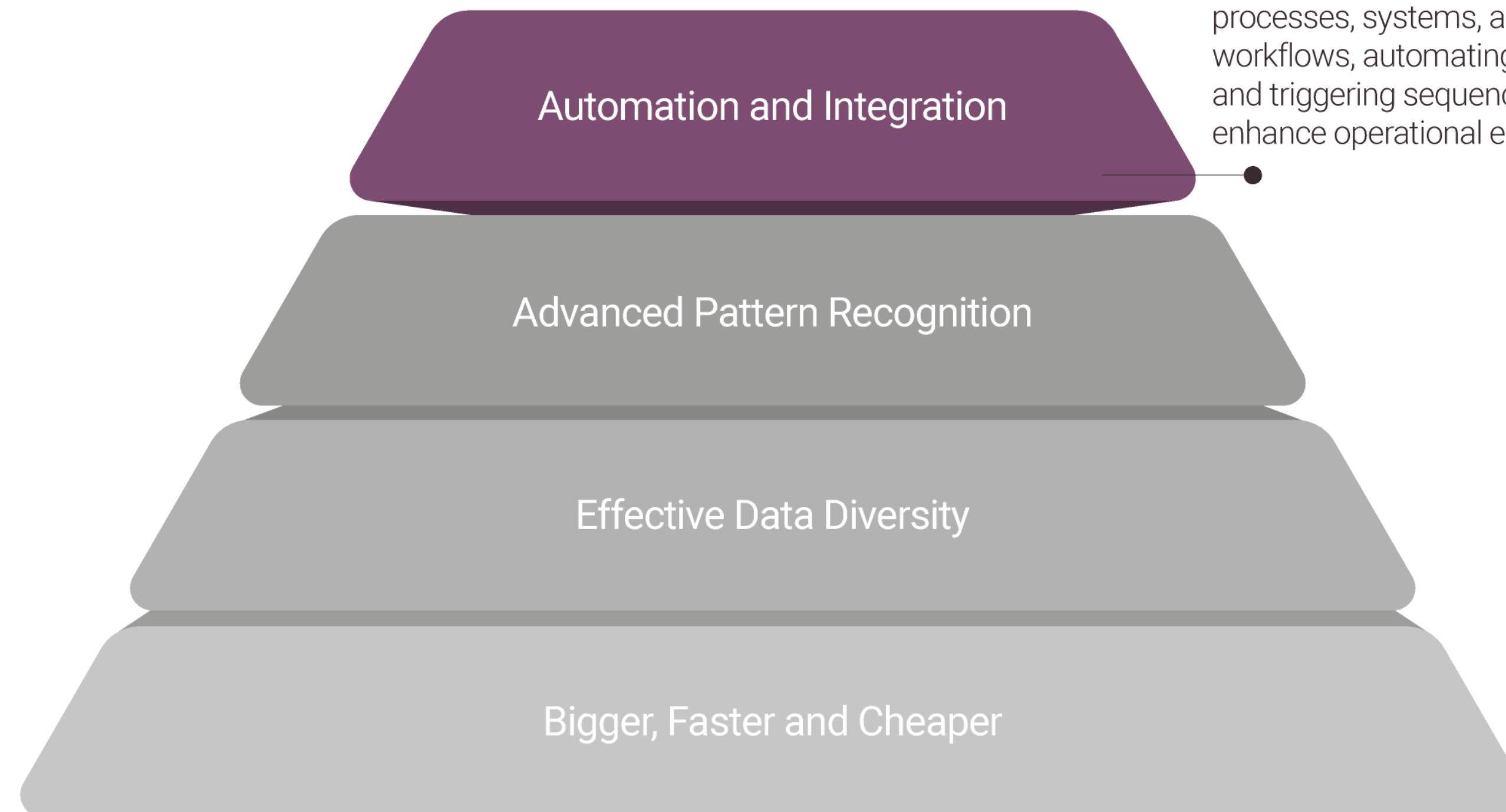




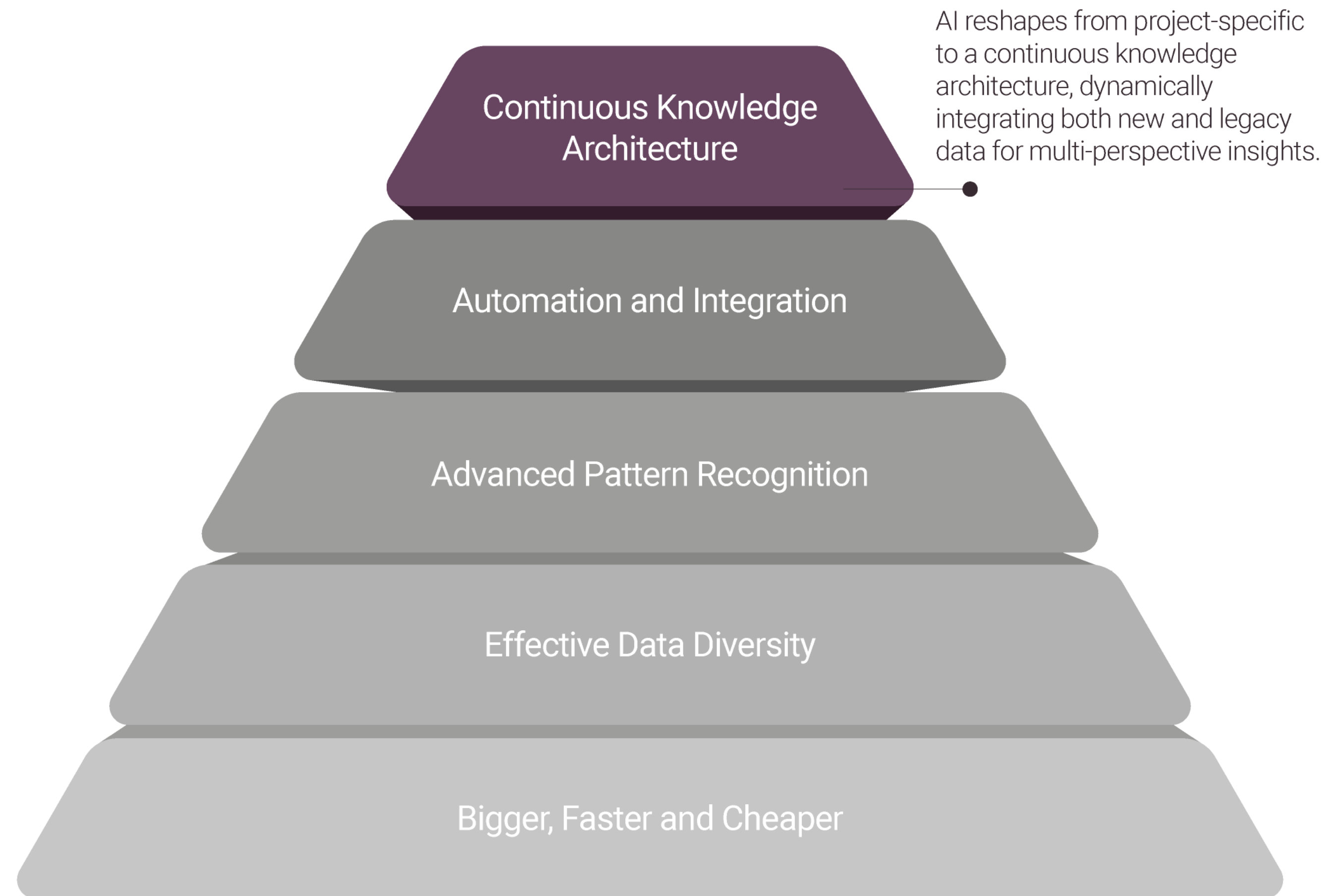
AI navigates complex data across diverse sources and methodologies and allow researchers to explore content beyond traditional methods.

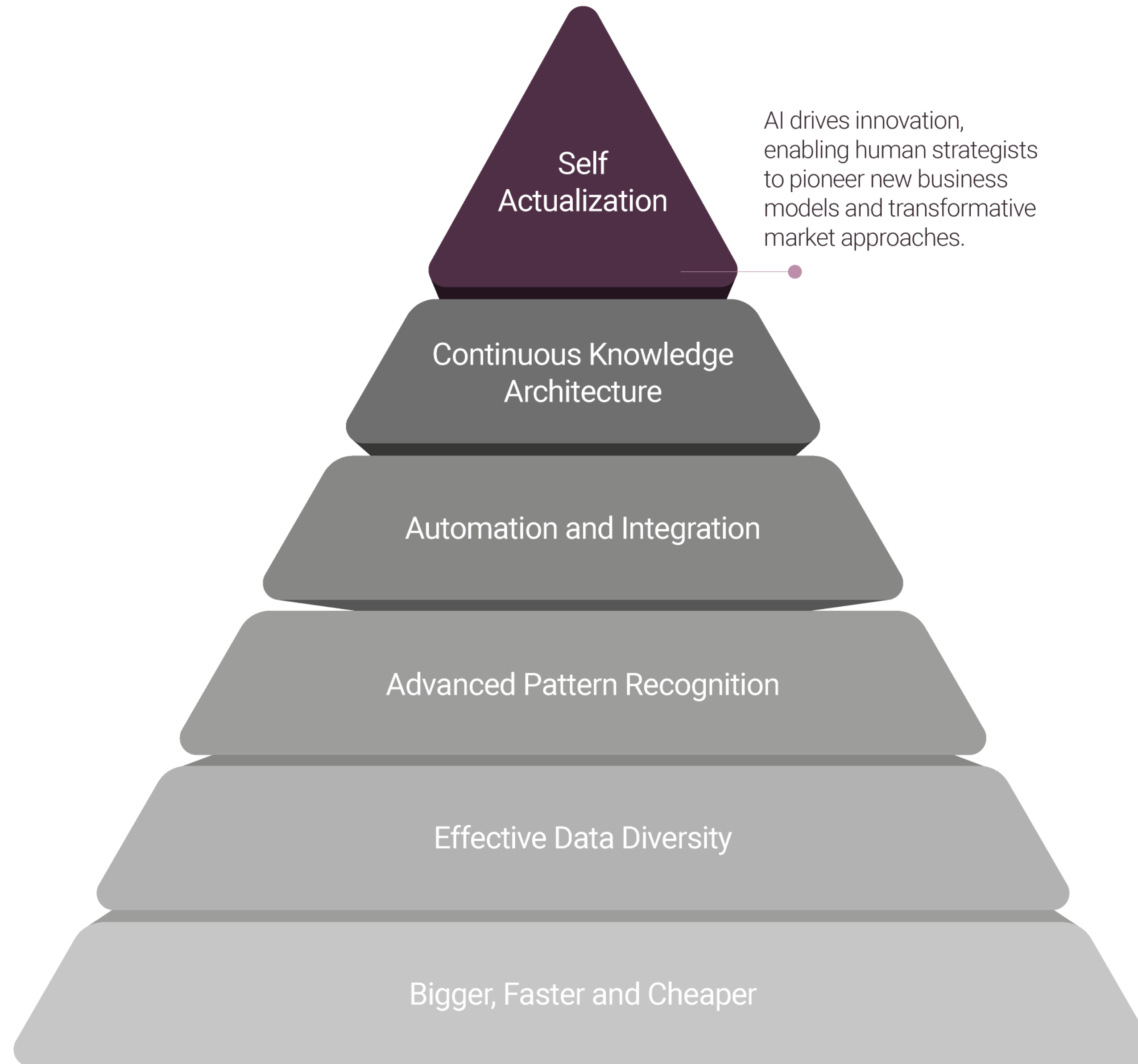


AI identifies subtle patterns, supporting human analysts in making informed interpretations and decisions. Right brain / left brain partnership.



AI integrates into organizational processes, systems, and workflows, automating actions and triggering sequences to enhance operational efficiency.





Questions and answers.



Rubiklab

AI powered research 

Reach out to learn more... llitch.real@rubiklab.ai

Thank you.