



The Great Unlock with GenAl

Next-Gen Qualitative Research



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Discuss



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Discuss at a glance

Video-first platform built for global qualitative research and insights

People Experience Platform

Live, moderated research Asynchronous research Off-platform research

Insights

- Sentiment
- Video editina
- Key themes
- Auto-clipping
- One-click sharing •

Highlight reels



Genie - GenAl-based virtual assistant

Connect Your Research Ecosystem

- Robust API
- Panels Quant research tools Repositories

Qual research expectations have changed

PRESSURE



Do it faster



Do it better



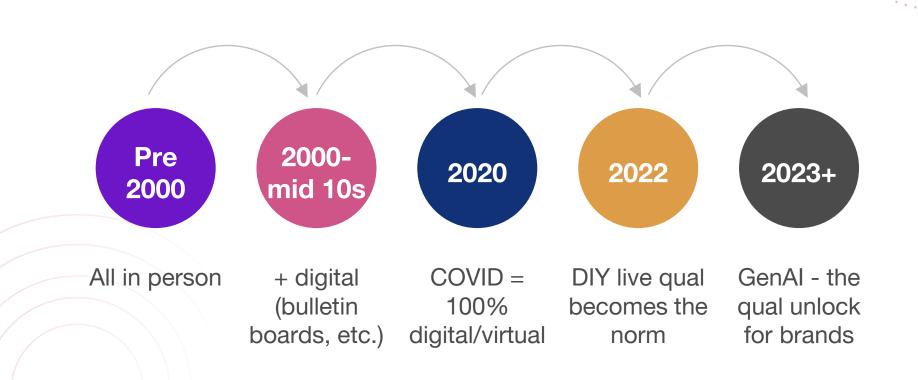
Do it cheaper



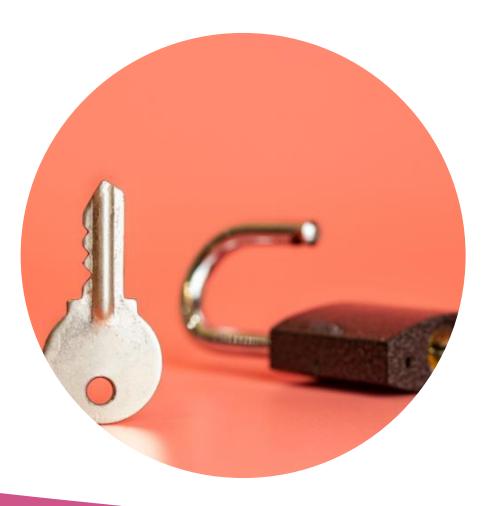
Do more

We're living in a new era of qual research











How Edgewell is thinking about GenAl in qual research?

Consumer Closeness is an active exercise to become more aware of and more aligned to our target consumers' needs and values





EPC Consumer Closeness Program

One of the fundamental tenets of successful brands is that they put themselves in their consumer shoes in terms of their day to day influences, aspirations and needs.

The end results of doing these things is having much stronger EMPATHY with our consumers and INSIGHT in to how our brands can play a meaningful role in their lives.

aims to empower and inspire **EPC** colleagues to connect with our consumers on a regular basis - to inspire timely consumer centric innovation ideas that will lead to stronger in market







A Real-World Application



Edgewell Human Centricity Program

Problem

We're often asked for a quick summary of the research by teammates who aren't able to sit in on all of the interviews

Solution

Prompt Genie after a few interviews for a summary of the discussions to ensure stakeholders that we're on the right track

Results - The power of GenAl

Genie provided an accurate summary of the interviews with clear bullet points that gave my stakeholders a sense of how the project was going and gave me an idea of the perfect short clip to share, too.



Generative Alis the GREAT Unlock



Unlocks the ability to scale unstructured data



Enhances understanding of consumer sentiment



Accelerates insight generation & improves accuracy

The Future of GenAl in Qualitative Research

Screener Development

Discussion Guide Suggestions / Creation

Q&A with Your Research

Synthetic Respondent Feedback

Automated Report Creation

Auto-Generated Video Insights



Thank you!

Chance to Win Airpods!

Scan the QR code to
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