



The Great Unlock with GenAI

Next-Gen Qualitative Research



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Discuss



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Schick



CREMO



billie



Schick HYDRO Silk



BULL DOG



Wet Ones



Playtex



HAWAIIAN Tropic



Skinlimate



Stayfree



Schick Intuition



edge

billie



BANANA BOAT



equate



Carefree



WILKINSON SWORD



ob



Edgewell PERSONAL CARE



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
- Key themes
- One-click sharing
- Video editing
- Auto-clipping
- Highlight reels



Genie - GenAI-based virtual assistant

Connect Your Research Ecosystem

- Robust API
- Panels
- Quant research tools
- Repositories



Qual research expectations have changed



Do it faster



Do it better



Do it cheaper



Do more

We're living in a new era of qual research



All in person



+ digital
(bulletin
boards, etc.)



COVID =
100%
digital/virtual



DIY live qual
becomes the
norm



GenAI - the
qual unlock
for brands

A woman's face is the central focus, overlaid with a white digital grid. The grid is composed of interconnected nodes and lines, with several nodes highlighted in pink. The woman has dark hair and is looking directly at the camera. The background is a dark blue gradient with various data visualization elements. On the left, there are circular gauges and a waveform. On the right, there is a list of business categories and a map. At the bottom, there are more circular gauges and a bar chart.

Market research has entered a GenAI world

- /Administration
- /Account Resolution
- /Legal
- /Accounting
- /Finance
- /Marketing
- /Publicity
- /Research
- /Business
- /Development
- /Engineering
- /Manufacturing



**How Edgewell is
thinking about GenAI in
qual research?**

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



Consumer Closeness Brings...

- ❖ Increased revenue & consumer spending. “Customer centric companies are 60% more profitable than companies that don’t focus on consumers.”
- ❖ Improved understanding of consumers and their challenges
- ❖ Relevant product innovation and design
- ❖ New growth opportunities
- ❖ New perspectives
- ❖ New ideas



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.

The EPC Consumer Closeness Program aims to empower and inspire Innovation focused 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 success.



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 GenAI

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 AI is the GREAT Unlock



**Unlocks the ability to
scale unstructured
data**



**Enhances
understanding of
consumer sentiment**



**Accelerates insight
generation & improves
accuracy**



The Future of GenAI 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
enter the contest!**

