



Your guide to becoming an AI insights-driven organization

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Introduction - Exploring AI

The turbocharger for solid
insights-driven decisions

Glossary: What's the difference between AI and generative AI?



Artificial intelligence (AI) refers to the development of computer systems capable of performing tasks that typically require human intelligence. These include: understanding natural language, recognizing patterns, solving problems, and learning from data.



Generative AI, or gen AI, is a subset or specific application of AI. It involves AI systems that are designed to generate new, original content such as text, images, or other types of data. These AI models learn from vast amounts of input data and use it to simulate human-like conversation and create new content. They are trained on large language model (LLM): a deep learning algorithm that can perform a variety of natural language processing (NLP) tasks. Large language models use transformer models and are trained using massive datasets — hence, large. This enables them to recognize, translate, predict, or generate text or other content.



Deploying AI for insights – What does the shift mean for organizations?

Generative AI (gen AI) is advancing rapidly, and so is its potential to transform organizations. The [Harvard Business Review](#) estimates that AI will add \$13 trillion to the global economy by 2029, while [McKinsey research](#) suggests that gen AI could enable automation of up to 70% of business activities between now and 2030.

While generative AI is only in its nascent stages of development and usage, the technology is only going to get more intelligent — and those who don't learn to work with it now will be left behind. **So, there has never been a more urgent need for businesses to capitalize on AI and generative AI on every front — including market insights research.**

When applied to insights research and management, AI can transform businesses' ability to be more responsive to market changes. It enables them to take earlier swifter action according to consumer preferences. With AI-powered knowledge management solutions at their fingertips, companies become smarter — acting successfully, based on using AI to scale a deeper understanding of market and consumer insights onto their employees.



AI's effect on the global economy:

+\$13 trillion by 2029



**Automation of business activities
by 2030:**

70%





The challenge of turning data into growth, while navigating rapid changes

In today's consumer landscape, B2C and B2B customers' preferences evolve almost overnight, with markets constantly responding to global and local events, and triggering substantial shifts in demand. For organizations, adapting swiftly to unforeseen events and predicted market shifts in a volatile marketplace poses a significant challenge — let alone, sustaining growth.

While digital channels and data volumes continue to surge, it doesn't correlate with business growth. As many organizations grapple with suboptimal ROI for insights investment, it's becoming evident that having access to data via business intelligence (BI) dashboards isn't enough to transform data into a growth engine — and to convert insights into action. According [to a study from Dimensional Research](#), 82% of companies are making decisions based on outdated information. But to ensure longevity and gain a competitive advantage, businesses need to be able to react faster by making data-informed decisions based on trusted, up-to-date insights, daily.

82% *of companies are making decisions based on outdated information*

On top of the current market shifts, the insights game is evolving too — driven by new AI tools, increased data literacy, and rapid technological progress. Today, anyone can use gen AI, with little or no formal training or technical know-how.

The technologies that enable AI — like development platforms, vast processing power, and data storage — are multiplying. They are also becoming increasingly affordable, thus enabling a broader range of companies to adopt automated, data-driven workflows. The new tools on the market that seamlessly integrate into existing tech stacks, will inevitably impact systems architecture and processes, as well as [people's insights roles](#) in the years to come.

Addressing the knowledge gap with AI to transform insights and business operations

So, if technology is reshaping the art of the possible access and use of insights, can organizations afford to compete without moving to a new insights-driven operational architecture?

- At this critical juncture, senior business and strategy leaders should strive to operate as an insights-driven organization, rather than a data-driven one. In the AI insights-driven organization, data and analytics are not the solution — rather, they form the groundwork on which new, actionable insights are developed.

Moreover, quantitative data is easily understandable but qualitative data is more difficult to be actionable. While quantitative data is captured in numbers to be analyzed and interpreted, qualitative data turns opinions, behavior and responses into insights. Natural language processing (NLP) is the translation and common ground for both. So at this juncture, the overall target of a company wanting to transform itself into an insights-driven enterprise should be to get raw data turned into language.

In practice, this means that the first step to becoming insights-driven organizations turbo-charged by AI for solid, insights-driven, decision-making, is to select the right BI and data-retrieval tool that transforms raw data and numbers into language and uses generative AI as a catalyst.

NLP is the new currency that the insights-driven enterprises operate with — and the common denominator that makes it possible to fuse qualitative and quantitative data. Language is the markup that humans use — it is understandable and actionable.

Language delivers the results and allows the organization to align on the major processes. Ultimately, having access to AI technology that speaks the human language and doesn't require major employee training is a new development in tech, and it is driving this shift for organizations.





But transforming knowledge management into a far more powerful and direct tool in your organization requires multiple, and at times complex, steps. So, it's a critical time for senior strategy and business leaders — especially Heads of Innovation Strategy, and Digital Transformation — who aim to innovate with insights. Leaders must now think broadly about how gen AI could affect their intelligence, and business teams, and the wider organization — focusing on strengths, weaknesses, and alignment with strategic objectives. **How can the business deploy generative AI to turn consumer insights into impact? How can business and intelligence teams collaborate effectively to improve the flow and absorption of insights in the organization?**

Our guide explores these critical questions and outlines the key characteristics of the AI-driven enterprise — breaking down structures, resources, and strategies. It aims to assist you in taking the next steps towards effectively embedding AI in market insights, fueled by cutting-edge technology. At this critical time, senior leaders, must demystify the technology for others; take a step back to assess the strategic implications of generative AI, and assess the risks and opportunities for industries and business models. It's not just about keeping up with changes, but rather, driving an entire company's cultural shift towards embracing insights and weaving them into every fabric of the organization using AI. While it's by no means an easy feat, the benefits of this challenge have the potential to by far exceed the efforts required.

Harnessing generative AI for impact: Enabling actionable consumer insights

[Philips](#) was one of the first organizations to start using the generative AI solution [DeepSights™](#) for sharing market research and consumer insights in the highly regulated [healthcare industry](#). They conducted a side-by-side comparison of how it performed in answering real-time business questions when compared to other generative AI tools (e.g. ChatGPT, Bing), and Philips' existing knowledge management systems. They examined a number of key variables including answer hit rate, time efficiency, and answer quality and trustworthiness.

The results found that DeepSights™ produces faster and higher-quality, reliable answers than ChatGPT or Bing to market insights questions, saving hours of research time. These improvements can streamline and speed up the decision-making process and foster an environment where valuable time is not spent sifting through information. Overall, the impact generative AI tools can have on consumer insights, market research teams, and larger businesses — not only across healthcare but multiple sectors — is ground-breaking.



Key stats

DeepSights™ results:

57% higher level of answer reliability, compared to ChatGPT and Bing

30% higher answer hit rate than Philips' internal platform's search function

Estimated 7.5 hours of research saved per person over the course of the test (27 questions)

16.8 minutes research time saved per question: DeepSights™ vs. Philips' search function

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AI for insights vision

Transform into an AI insights-driven enterprise

The people, processes, and tech: how will they change?

How gen AI can boost workplace productivity and efficiency



25%

faster speed



40%

higher quality results

Today, numerous businesses are enhancing their systems by incorporating AI market insights capabilities and are already enjoying the benefits of operating more efficiently. A recent [study](#) by Harvard University and Boston Consulting Group (BCG), showed that gen AI could boost workplace productivity and efficiency, with participants completing 12.2% more tasks at 25.1% faster speed than non-AI users. They also produced over 40% higher quality results compared to their counterparts.

- **The rapid integration of gen AI capabilities in enterprises presents a chance to bridge the gulf between developing insights and their impact on business. As AI becomes an integral part of daily operations, new ways of working will emerge — and generative AI will become even more of a competitive advantage and differentiator, providing both revenue and productivity opportunities.**



Insights embedded in processes and decisions

[Existing gen AI solutions](#) can automate research, as well as harness next-generation insights and operational strategies to deliver improved business performance.

As they continue to evolve, this new AI ecosystem of technologies will make it possible to knit market insights into the very fabric of business operations and workflows — enabling organizations to scale up research and analysis, leading to quicker, better decisions.

Supported by AI assistants and advisors to guide them through daily tasks, business teams will engage more directly and proactively with insights and data — enabling a smoother flow of insights across teams and functions.



Are you considering all the benefits of AI's potential impact on business?

Organizations should consider the impact of gen AI on various aspects — including operational processes, business models, and talent management. The benefits of shifting to an AI insights-led model are numerous.

Less time on workflows and processes, more time for strategy

By automating day-to-day insights research and management, AI enables everyone to do more with less, faster. Having instant, real-time access to insights makes it easier to integrate insights into where people work and collaborate. After deploying generative AI in their market research process, the [Philips insights team](#) shared that it helped reduce the time spent searching for information and avoiding research duplication.

In this way, generative AI “really frees up a lot of time where the user can focus on the customer, the customer needs, identifying solutions for customer problems,” adds Tom Mostert, Global MI&A Head of Knowledge Management and Competitive Insights at Philips.

As a result, business leaders can easily shift their attention to higher-value leadership tasks, such as strategy-focused work and people management. This is enabled by intelligence professionals leveraging [generative AI solutions](#) to receive an instant answer to business questions, cutting research time by up to 70%.

“The biggest strength of DeepSights™ is the understanding of the relevancy of a report and the huge time-saving benefit (~7.5 hours saved for 27 questions)”

Tom Mostert, Global MI&A Head of Knowledge Management and Competitive Insights at Philips





Making better real-time business decisions

Today's, AI tools focus on operating as an impartial delivery system, that streamlines information delivery via personalized insights and recommendations. By empowering business stakeholders with the right information, these technologies render the decision-making process faster and more efficient.

But in the next few years, AI will develop even further by informing strategy. Rather than giving information to help plan campaigns, this new set of insights AI tools will derive and inform action on the operational level. These technologies will understand the “why” of market research questions and provide informed tactics and suggestions: From deciding on the best color for the packaging of a product to advising marketing tactics and campaign angles for target groups. In parallel, swathes of business users will strongly leverage AI's capacity to visualize and present existing data to emphasize the broader perspective, enabling forward-looking decisions that optimize and scale growth.

Future gen AI use case

For example, imagine a new franchise store manager using a generative AI insights solution to guide him in making the right decisions on how to operate and market certain services, based on the experience and insights of the franchise brand and other franchisees. In the near future, AI will deliver the right information, solve questions, and deliver the best possible decision base in seconds — whilst protecting unrelated data to be shared between franchisees.

Understand AI to be a highly skilled and informed colleague, that delivers data not as a simple copy, but in a relevant language purposefully matching the request at hand.



To conclude: In the future, you need to be wide in the data source.

Add all your knowledge to one repository, curate it based on purpose and guardrails, and make it easy to share with your collaborators and internal audience.



Closing the gap between intelligence and business for better insights flow

Currently, decision-makers and growth champions in the organization can leverage the AI insights provided by intelligence experts [via dashboards or reports](#), as the basis for regular discussions across the board – from the insights managers VPs of sales, and CEOs. This helps to foster an action-oriented culture based on insights and to shorten often lengthy challenges in hours, days, or weeks, instead of months.

Applying generative AI solves a lot of present-day challenges for intelligence professionals, and the business, including:

- **Removing blind spots** by flagging knowledge gaps and filling them fast
- **Connecting the dots in the data**, thus spotting new opportunities ahead of competitors
- **Finding the needle in the haystack** and extracting knowledge with ease, to answer business questions
- **Inspire and align the business** by keeping stakeholders informed and aligned with a common market understanding.



Look for a generative AI solution

that permits users to pose inquiries regarding operations, sales, and related subjects — utilizing your organization's complete set of intellectual assets to generate responses.

Having unified access to understanding, enabling organizational alignment on truth

In today's architectural enterprise model, company effectiveness remains siloed, causing discrepancies and overlooked insights. But to advance growth goals through insights, it's vital to strategically engage and inspire teams and to have a shared understanding by everyone, from business, to insights. Maintaining a shared sense of focus and direction is a challenge, especially for larger corporations.

The integration of an AI insights dashboard as a single source of truth addresses these challenges — providing accessible, seamless insights integration into daily operations. This levels the playing field and ensures unified understanding. It empowers the business with consistent and optimal knowledge that they can leverage for decision-making. While it may take some time to reap the benefits, achieving this alignment with a purpose-built AI insights tool holds immense value in optimizing the entire exercise toward growth objectives.





Having scalable access to understanding

In the AI-driven enterprise, insights become more scalable. Instead of sifting through a dozen reports or a thousand data points, AI can process exponentially huge volumes of data sets when compared to human capabilities — and thus, is able to summarize a higher number of trusted, validated sources. It can then provide rapid, high-quality decision proposals based on the data output.

By prompting quicker and superior decisions, as well as improving internal processes, the AI insights platform offers a competitive edge. It isn't just about better decision-making or management, but rather, it's a way of improving operations. By levelling the playing field on information access, it also builds a more empowered workforce where employees feel more aligned and supported in their day-to-day work.

The key benefits of adopting a 360 AI-powered insights model

Benefits for the **Insights team**:

- Transform insight team productivity and efficiency
- Maintain control over data integrity, governance and standards
- Spot market whitespace more often, ahead of competitors

Benefits for **Business**:

- Slot AI for insights into business architecture easily
- Adapt AI for insights technology to meet corporate security, policies and methodologies

Benefits for **Research & Development**:

- Increase returns on research and product development
- Increase innovation success

Benefits for **Go-to-Market teams**:

- Connect consistently with market needs and preferences
- Increase returns on campaigns
- Reduce failed campaign spend



What are the next steps you can take in the journey into becoming an AI-powered, insights-driven organization?

In part 2 of our guide, we'll cover systems, architecture and processes, as well as the tech. As you signed up to this series, we'll deliver part 2 of this guide to your inbox next month – stay tuned!



About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our AI-enabled insights management platform allows insights teams to equip business decisions makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, Astra Zeneca and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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