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Your guide to becoming an AI insights-driven organization



Part 2

Part 1

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   The turbocharger for solid insights-driven decisions
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Part 3 (out in March 2024)

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Foreword

While there has never been a more urgent need to apply AI for insights into any business, it's not a straightforward process. The question is: Where to begin? In part 1 of our guide, we covered what this AI-insights-powered shift means for organizations — from benefits to challenges they'll encounter. We also tackled how the people, processes, and tech will change in the AI-insights-powered enterprise.

Now in part 2, we'll dive into how you can begin your journey to becoming an insights-driven organization. We'll look at how the tech is evolving to support you, and what a high-level entire enterprise architecture (AE) for trusted market insights looks like.



3

Systems architecture and processes

The business impact of implementing AI to manage insights

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Are you ready to architect the flow of insights through the AI-insights enabled enterprise?

To become fully insights-driven and be able to pinpoint real-time opportunities with AI insights, organizations must first grasp the entire business architecture. This then enables seamless integration across assets, processes, insights, and interventions.

Within this new technical architecture, insights leaders will govern and validate the insights and underlying data being shared in real time.

Rather than defining the end point of the insights management process as a handover to the business, tomorrow's intelligence strategists will plan how insights are woven into the business's everyday operations. Let's look at how this shift will be enabled.



What does the AI-insights-powered system look like?

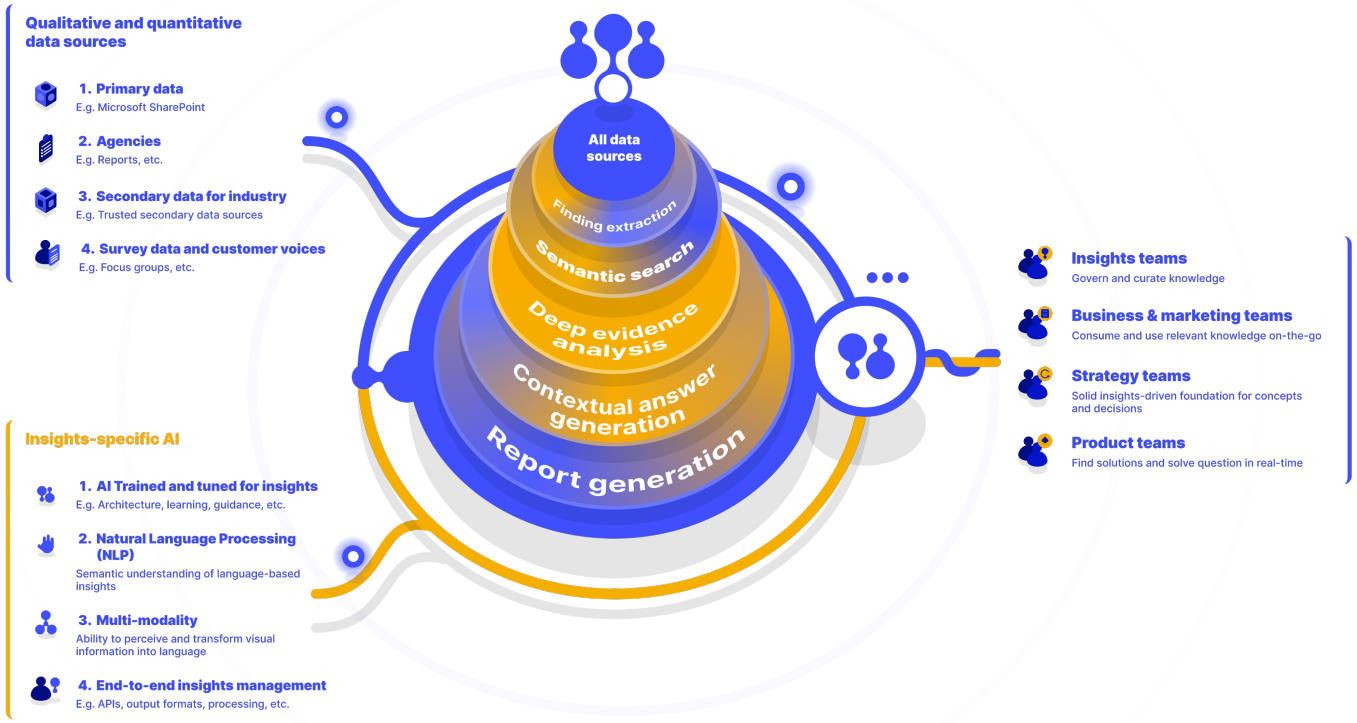
An organization's tech architecture is a fragmented, complex landscape, so it can be challenging to paint a definite picture and there is no one size fits all. However, the graph on this page can provide an overview of what comprises an effective model that has been tried-and-tested on a functional level.

Using NLP to process data

As we can see in the graph:

- Analysis of the qualitative data turns opinions into patterns and insights (behavior and responses), which are then captured in Natural Language Processing (NLP).
- Analysis of quantitative data is captured in numbers and insights. It optimizes sources and looks for translations for your sources.
- Both can be processed with NLP as it provides the translation tool for both, and the output can either be from human-to-human or with a different AI.

AI for insights systems architecture



Future scenario

With this evolving tech stack, one likely future scenario sees a generative AI for insights platforms interacting with a copilot AI, such as Microsoft Copilot, which subsequently interfaces with a human collaborator. This marks a significant shift for companies, towards a future where AI systems seamlessly communicate with each other to streamline processes and deliver comprehensive outputs to marketers — based on knowledge and trends.

With this collaborative approach, it is crucial to remain receptive to the prospect of integrating various AI tools, with one emerging as the potential gatekeeper – a role that Copilot could potentially assume in the future, though not yet fully realized.

The process

Shifting to AI insights-powered processes is a confidence journey

With the current explosion of AI insights tools, brands are taking different approaches to enabling an organization-wide flow of insights: many of the larger organizations seem to be favoring building custom, specially built AI insights platforms. Meanwhile, small and medium-sized enterprises (SMEs) are opting for off-the-shelf solutions. It's up to each organization to prioritize their goals and see what solutions work best for their needs and budgets. **In either case, these strategic projects are led by AI insights experts, who have the know-how and are tasked with educating the organization and building AI for insights competency internally. They'll become the trusted go-to people for implementing changes. In the next few years, this role will be instrumental in ensuring the correct implementation of AI tools.**



Insights professionals leveraging the potential of AI — in the lead to transition to an insights-driven business

Embracing the customer-centricity philosophy that your insights team have developed around key questions like, "How do we develop and market products for our consumers?", as well as the scaling potential of AI, should become the backbone and strength of your organization. The art and discipline of actions based on market understanding can benefit substantially from AI — being able to support and foster a new level of insights culture, by following the same philosophy and mission.

Not blindsided, but governed by your insights team. Generative AI offers immense potential but raises ethical and security concerns — not limited to the use of AI for insights. Therefore, human oversight is crucial to ensure the reliability and alignment of AI-generated content with brand values and ethics.

Essentially, the insights teams should adopt AI tech which follows the same protocols and serves the same function as they do, within the organization. The AI needs to mirror the process, capabilities and competencies that have already been already built up internally. The challenge will be to balance efficiency while maintaining robust core insights and intelligence.

Initially, we may see a protective approach in organizations around the AI tech, with advanced technologies closely guarded by intelligence teams, and utilized to enhance productivity and status. Gradually, these technologies diffuse into the broader business environment. Insights professionals will manage and control this transition: for example, educating IT on the various facets involved in these tools, that go beyond generic AI. Eventually, senior leadership will advocate for widespread integration across the organization. As a result, automation and **a transformation in job roles** will lead to the emergence of small, specialized expert teams to oversee and understand this tech use, while the AI takes on more operational tasks.





Guarding trustworthy insights via ensuring high quality sources and data

Generative AI doesn't bring any value if it isn't being fed the right knowledge. So, in this new insights-driven enterprise, how is data coming into the organization? With new and expanding data sources becoming available, the main concern for organizations is around the risks and the need for frameworks to manage and maintain high-quality data.

In this case, the process of "identifying" of data quality is crucial and also becomes a key aspect to implement for information security. For instance, what are the "high-quality" pieces? Which data is not "out of date"? What sources can be trusted? Therefore, the AI needs to be taught — with a specific focus on insights management — how to differentiate which sources to rely on and which not to. Always and only start with trusted data that is not altered, or mixed with hallucinations (like the Internet) — as it then becomes the foundation of integrity for your insights and actions.

Employ a solid data-governance operating model and classification system

- As the first step, when bringing in new data sources, organizations should run an assessment on how to protect proprietary data and how to keep it safe.

- Next, recognize essential datasets (e.g. customer purchase frequency, customer attributes, etc.) that have the potential to be structured into data assets (e.g. a comprehensive customer profile).

- After that, establish a classification system for these data assets, like creating a business-data product such as "customer 360." **Employ a data-governance operating model that ensures data quality, treats data like a product, and reinforces the ethical use of data, to ensure that new revenue-generating data services align with corporate values and culture.**

Future scenario

If there is the right insights system — with the right governance framework and the right ecosystem of data partners in place — everyone in your company, plus every decision and every strategy, will be able to use insights effortlessly without worrying about trustworthiness and safety. Turning data into action effectively will become “business-as-usual”.



Rapid AI tech advancements impact the speed and form in which insights are delivered

Driven by AI and generative AI, the speed of obtaining insights is expected to significantly affect our sector. As technology becomes less encumbered and interactions more streamlined, the pace of technological advancements accelerates.

The ease of technology operation in the coming years might make research management almost seamless. This results in faster outcomes, prompting senior management to have real-time insights rather than outdated reports as a standard. They seek daily consumer trends.

Moreover, the form in which insights are presented is now crucial for easy comprehension, especially with the assistance of AI. This involves tailoring the presentation of insights to individual users and presenting reports in visually appealing and engaging formats, for instance.



4

The tech

It’s more than adding new tools — it’s about driving a cultural shift

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How will the tech shape the new AI-insights driven future?

Data and analytics teams will fuse more closely with traditional insights and intelligence teams

The role of technology in handling insights is evolving. Professionals are shifting focus from understanding the technical aspects to emphasizing the quality of insights.

Meanwhile, technology is moving from operational use to governance, ensuring the right AI aligns with the quality of insights. This means that insights managers have the potential to lead in governing AI effectively, potentially integrating business intelligence under their umbrella.

Future scenario

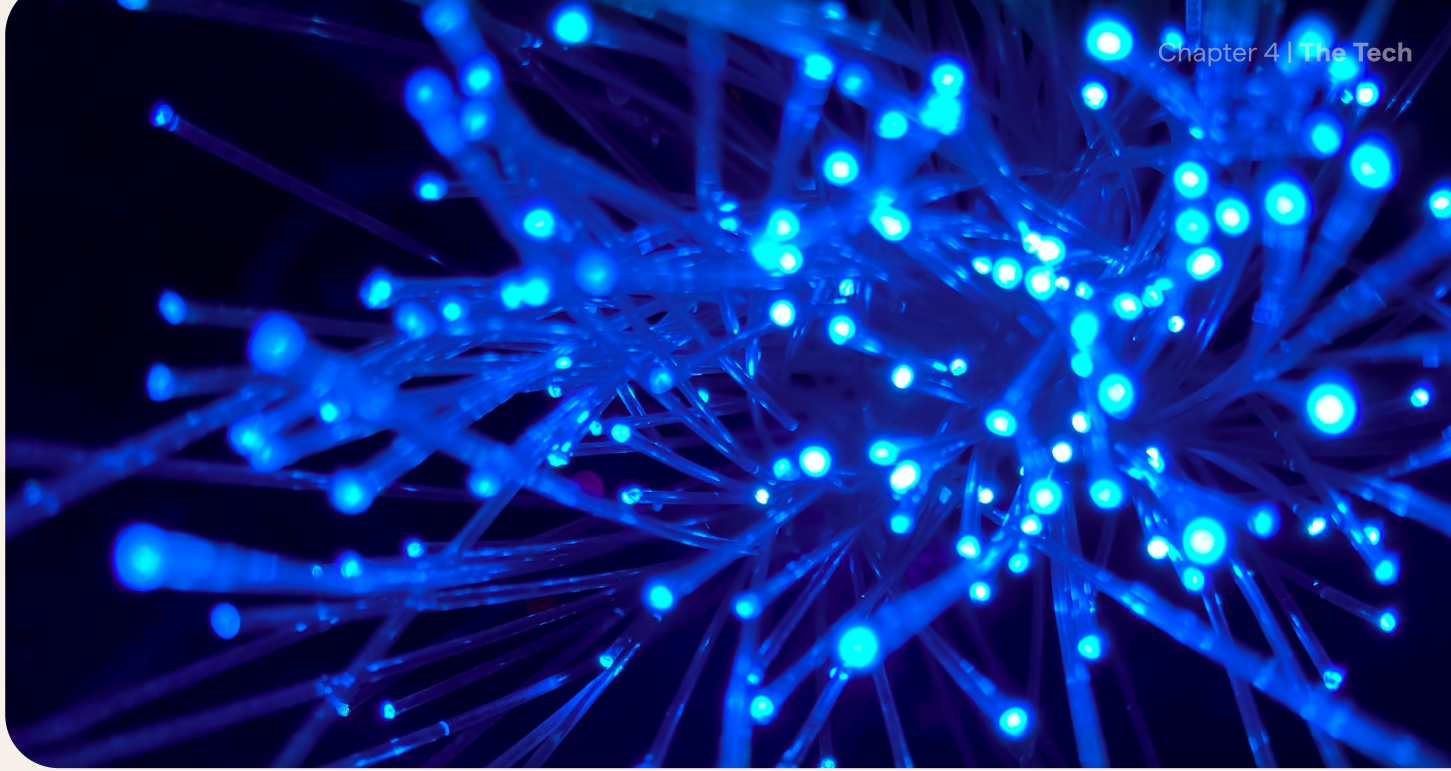
The future may see a shift towards a more content-centric approach, prioritizing end results and purpose, enabled by technology providing instant and accurate data without the need for extensive manual operations.

This fluid insights-sharing will also result in business and insights teams working more closely together.



Human-to-machine interaction becomes easier thanks to generative AI

There are two levels of integration: one where AI outputs language to another AI, and another where AI interprets information requests and answers them.



Previously, intricate technical integrations demanded in-depth knowledge of complex data structures, resulting in rigid and complex exhaustive systems that require structure and alignment. This means that extensive upfront effort was needed to integrate AI insights applications with existing operational workflows and systems.

But generative AI, powered by NLP, has revolutionized machine-to-human interactions. AI technology is rapidly shifting from machine-like interactions to more human-like understanding and planning, with the ability to convey information in a manner that mirrors human expression.

At this juncture, organizations should treat AI as a highly capable entity that communicates and comprehends information, and their focus should be on creating or choosing an AI insights interface that prioritizes technology understanding, over human adaptation. This allows insights to feed into the business, similarly to how a human would explain them — therefore, summarizing the key and most relevant points to help plan action, based on insights.

Next step

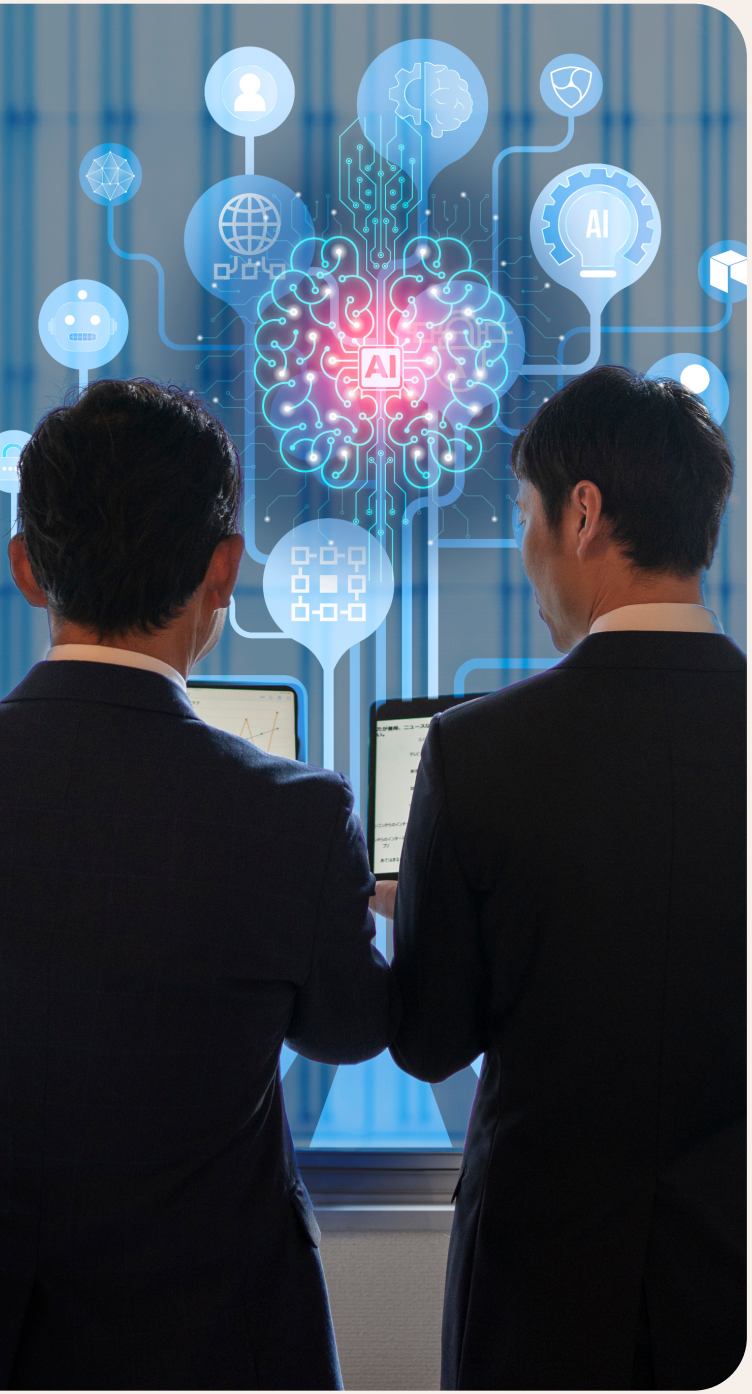
What AI should you use? In selecting AI tools for your tech stack, opt for solutions that are well-trained and possess the architectural capabilities to interpret data, while providing insightful natural language processing (NLP) explanations.

For instance: tools like Microsoft Copilot may be trained to respond to user tasks and sift through documents, but their proficiency in understanding the evidence and knowledge falls short. The generic built purpose AI tools don't take into account properties of knowledge of market research, target consumers and your competition. This type of information requires treatment from an AI system that is tweaked and adapted to interpret this type of data.

This is crucial when interpreting qualitative data, because it is more difficult to spot hallucinations and misinterpretations when answers are language-based. For example, while you know that 2+2=5 is incorrect, you may not be able to spot that an answer to your question is incorrect because it is based on outdated information, because it still rings true and believable.

In contrast to a generic AI tool, a purpose-built AI platform avoids hallucinations and inconsistencies, because it that is trained to meticulously scan your entire insights repository for the most relevant findings. It discerns the relevant knowledge to your questions — contributing to the creation of superior answers and ensuring actionable insights. A core advantage of using such tools is that you don't have to spend extra time to verify the accuracy of results, because you can trust that they were designed to treat the data market insights.





Companies will employ AI with certain specialties, similarly to how they employ people

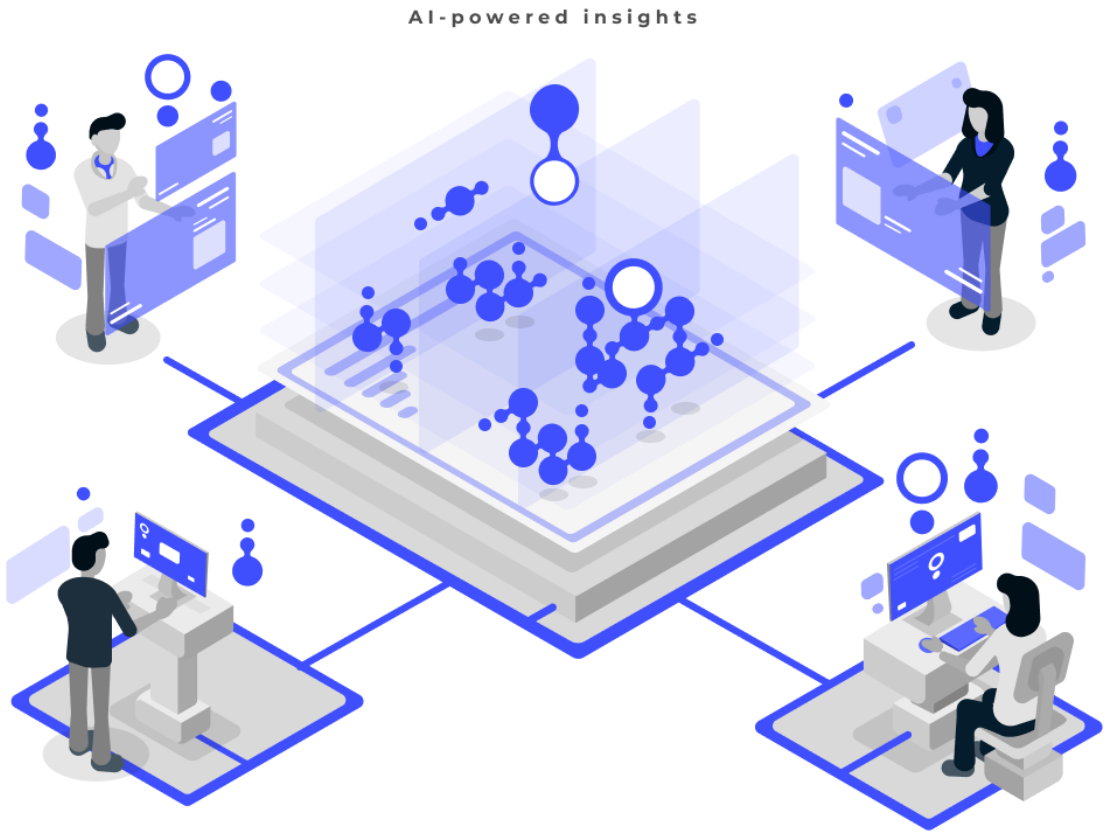
Looking ahead, companies will leverage AI with specialized skills, much like how they hire individuals based on specific expertise. This specialization could be facilitated through a universal exchangeable format utilizing NLP.

To draw a parallel with human roles, envision the AI as the equivalent of a data crunching or business intelligence professional, functioning in a similar manner and providing a valuable contribution to our organizational capabilities.

Next step

Be prepared for this imminent transformation. Start viewing and treating AI tech as not a machine, but as an intelligence – almost like an extended member of your team. The near future holds the promise for generative AI to not only respond to your business questions but also to assist in efficient action planning based on these critical insights, as peer-to-peer advice.

For instance, picture your AI as serving much more than the function of a data-crunching expert in your team. It has the same function of an advisor or internal consultant that can help guide decisions. It turns raw data and numbers into advice, and suggest tailored proposals based on an understanding of your audience and targets. It provides tangible advice which you can check and validate — that's the new value that the AI brings.



When considering the integration of new AI tools, prioritize those with specialized capabilities. Instead of seeking a one-size-fits-all solution, recognize that optimal performance requires fine-tuning and training the AI to feed into the intended purpose. Overall, you'll benefit most from a comprehensive solution that seamlessly merges various functionalities — and can advise actions in an advisory or consultant capacity.

Ultimately, it's beneficial to look for a single AI solution, but always ensuring that the output is NLP, as it renders it an exchangeable format within different systems.

Human-to-machine interaction becomes easier — closing the gap between data and insights

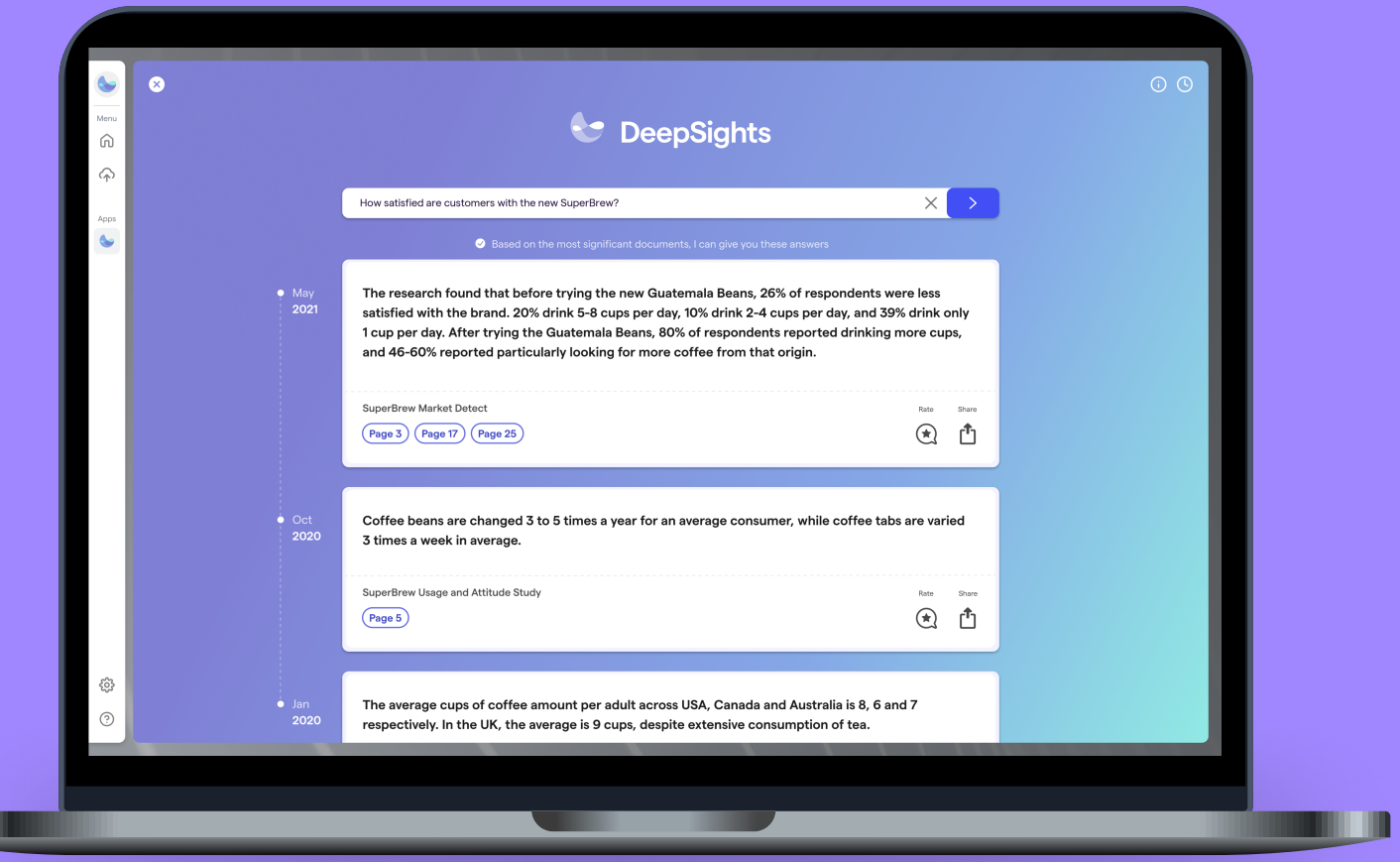
With gen AI entering the picture, AI systems can communicate in natural language, dynamically interpreting and responding to requests. By understanding the meaning of language, the systems can comprehend and respond more meaningfully to each other as a result. This transition applies both to human-AI interactions, and to machine-machine exchanges, resulting in AI integration becoming simpler and more effective due to text-based communication.

Moving into the future, the focus has shifted from working through the data structure, to effortlessly connecting at the application level — and swiftly directing actions to the respective system, allowing for quick interpretation and action based on the available information. This new approach emphasizes accessing information precisely when needed.

For organizations, this is good news. This paradigm shift reduces tech integration efforts substantially, as integration processes have become much more efficient — and allow seamless collaboration with partner systems and translating into faster access to insightful data. Instead of arduous data structuring, a straightforward text-based interface facilitates AI understanding and real-time meaningful responses.

Business leaders should embrace this transformation for a smoother journey towards integrating data and connecting the dots, propelling their business forward.





Next step

When looking to deploy an AI insights solution, consider how seamless the platform integration is with existing tools and workflows.

It should, for example, integrate effortlessly with collaboration tools your organization already employs, such as Microsoft Teams or Google Workspace. **What's the average time? Integration of generative AI for insights tools such as DeepSights™ with data partner systems, can now be swiftly accomplished within a few hours.**

This transformative shift streamlines the overall flow and processing of knowledge — simplifying the integration of data and the identification of correlations and eliminating the main significant challenge of establishing a common data layer.

Business intelligence (BI) VS insights: How are the lines blurring?

Enhanced integration between machines and humans blurs boundaries between Business Intelligence (BI) and insights, simplifying communication within companies. This transformation facilitates a common language and minimizes the need for defining data structures.

Systems can now utilize language, such as API descriptions, for seamless communication. Transmitting the API's textual description (similar to providing API documentation) enables AI to understand and communicate effectively without the need for detailed programming. This approach simplifies integration, especially with plugins like ChatGPT, where you merely convey your API structure for smooth interaction.

The battle for property over AI insights - a risk and possible outcome

This easier integration between tech stacks will fuse analytics and intelligence teams more closely. Generative AI has the potential to bridge the gap between BI and intelligence teams — with the former having an advantage in technology and budgets, and the latter having a chance to catch up through creative and unconventional means.





BI teams may have been able to act faster in the past, based on data and numbers. Generative AI can assist in creating more common ground with a language-based output and input format, as language is a more solid area to meet in — and how they will do it, and then who will have the overhand will progress quicker.

Next step

On the flip side, there is the potential for internal competition over AI resources.

Especially in larger enterprises, caution is necessary within team supervisors, to avoid the risk of every department developing its own AI engine — resulting in claims of superiority and potential conflicts.



Will tech take over humans in the race to determine the quick flow of real-time insights?

Boosted by generative AI, individual technical systems now operate as human-like entities that can literally talk to one another within the system. In establishing new AI systems, the goal of users is to take on a supervisory role of the tech, acting as the boss of these AI components. **Similar to managing a team of junior assistants, the AI needs to be guided on the organization, priorities, structure, and actions that produce and orchestrate a cohesive and meaningful outcome.**

This process of coordination enables the AI to act as a "head of insights" and to provide informative insights crucial for decision-making, complementing the actions of the team, rather than operating as a niche tool that produces one kind of information. Keep in mind that AI insights management and research capabilities will soon evolve into advisory ones.

Next step

Humans should aspire to be AI's boss — integrating and connecting existing systems and then leveraging their combined capabilities. But it all starts with the correct human implementation.

In essence: Tomorrow's AI insights-driven organizations are enabled by generative AI, but driven by people.

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, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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