



Building the right AI skills in your insights team

Your guide to becoming an AI insights-driven organization:

Part 3

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Foreword



It's time to conclude our [three-part guide](#) to help you become an AI-powered insights-driven organization with the final installment of this series.

[In part 1](#), we explored the implications of this transformative shift empowered by AI insights for businesses, exploring both the advantages and the obstacles they are likely to face.

[In part 2](#), we looked at actionable steps to initiate the transition toward cultivating an insights-centric culture within your organization, using a high-level entire enterprise architecture (EA) for trusted market insights.



Finally, in part 3 of our guide, we'll delve into another crucial component: the people. How are roles changing in the new AI for insights enterprise, and what should you be mindful about? To conclude, we share practical tips from our experts on the next actionable steps to take, so that you can be well on your way to transform your business — and reap the benefits of operating with an AI for insights-driven model.

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People and AI skills

How roles are changing

New tech, new challenges in insights, and new roles

AI will transform all roles, including those in business functions — such as marketing and product development — as well as those in insights, and intelligence.

The impact on jobs is potentially far reaching, but we are still in the beginning stages of this transformation process — and there are still challenges that need to be addressed for a smooth and ideal transition.

At this moment in time, it is crucially important for enterprises to dedicate their efforts towards understanding how people can optimally work with AI — by developing the necessary positions, expertise, and proficiencies.

The AI toolset for insights research, data analysis, and interpretation will extend to various enterprise functions — reshaping how intelligence permeates the organization, and affecting productivity.

A recent study by Harvard University and Boston Consulting Group (BCG) on AI in the workplace revealed that BCG consultants using AI completed 12.2% more tasks than their colleagues who did not use AI while doing it 25.1% faster. They also produced over 40% higher quality results compared to those not using AI.



BCG consultants using AI in the workplace — compared to colleagues not using AI — completed:



12.2%

more tasks



25.1%

faster execution



40%

higher quality results



Leaders who are already in the process of introducing AI into their organizations must keep in mind that while the impact of integrating AI in the workplace offers substantial benefits in terms of productivity, it also presents challenges related to errors — and the need for thoughtful integration and ongoing training. In this crucial phase, senior leaders should be asking themselves: “Is the workforce ready to integrate AI, understanding its capabilities and limitations?”.

Now, more than ever, there is an urgent need to commit to building the required roles, skills, and capabilities, so that organizations can continually test and learn with generative AI — and stay ahead of competitors. The effects will be seen now and far into the future.



Critical skills: Tech mastery becomes crucial for every role

In this new technical architecture, insights leaders will be the ones playing a pivotal role in orchestrating the knowledge journey. They will need to ensure intelligence reaches and is absorbed by the business.

To oversee and shape the insights flow, insights leaders will shift their focus from operating technology, to governance and validation of real-time insights — ensuring quality and quantity; setting guardrails for AI implementation, and ensuring effective dissemination of insights throughout the business. Enter a new function within the business: the “insights architect”.

To shape the end-to-end insights journey and plan how insights are woven into daily business operations, the insights architects must gain proficiency, or even mastery, in new generative AI technologies. This extends beyond basic knowledge of AI, to the latest tools and applications — not only for optimizing efficiency in current roles but also for staying relevant in a data-accessible business environment. These experts must collaborate more closely with other departments, such as IT and Operations — for instance, deciding which group of AIs will be interfacing with other AIs to locate and draw in the relevant insights. They also need to link closely with business to see how the insights align with specific business tasks.

Shifting to an AI-insights-powered process is a confidence journey and much more than adding new tools — it's about driving a cultural shift.

Insights architects must combine their functional know-how with the selection of the right [AI for insights tools](#) to spur this transition successfully — starting with implementing the right AI for insights tech architecture from the get-go on a functional level.

It is not an easy feat, given the volume of qualitative and quantitative data sources that flow into the organization daily. This new breed of insights architects must then educate all the various units — Insights, Business & Marketing, Strategy, IT, and Product. They will need to guide the correct implementation of these new AI tools, and ensure teams adopt them effectively. Critical to success will be putting in place frameworks to ensure cross-function synergies so that the organization works in unison towards shared goals.



Guardians of data in the AI-powered insights organization

Emergence of a new role

Generative AI raises ethical concerns, despite offering immense potential. While AI may end up executing a wide range of tasks, there is still a strong need for human oversight and control to ensure the accuracy and robustness of data quality in the AI insights-driven enterprise.

Therefore, we will see the purpose of the insights department evolve from processing data to owning the quality of AI-generated insights.

Incorporating poor-quality data into strategic planning poses known risks, especially in industries like Pharmaceuticals and Financial Services that necessitate stringent compliance audits for research processes. So, the “guardians of the data” play a pivotal role in striking a balance between efficiency and maintaining robust insights.



Given the vast volume of raw data involved, these guardians of data must develop a deep technical understanding to prevent AI-generated inaccuracies (such as hallucinations) and govern the data flow among different AI tools with specialized functionalities.

Organizations must employ a solid data-governance operating model and classification system for upholding data quality, treating data like a product, and reinforcing the ethical use of data. They must ensure that proprietary data is kept safe and that new revenue-generating data services align with corporate values and culture.

So, the guardians of the data have a key role in facilitating this shift, as they will help enforce the right data governance framework to bring value and ensure the right ecosystems of data partners are in place. It's only with this level of supervision and control that businesses will be able to use AI in insights development without worrying about trustworthiness and safety.

Explore how generative AI will change your job and the skills you need to stay relevant.

Get our [“Future Skills for Insights Professionals” business guide.](#)



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Getting started

Practical tips for building a winning
AI-powered insights strategy

Tomorrow's organizations are enabled by generative AI insights, but driven by insights teams



Future scenario

In the gen AI-enabled future, smart workflows and seamless interactions between humans and machines will likely be the norm, with most employees using AI data to optimize nearly every aspect of their work.

Generative AI handles and reshapes the existing knowledge and data, which flows through the business in an infrastructure that is enabled by the AI insights platform. But while AI might be performance-enhancing, using the wrong tools can also cause mistakes and cannot replace human oversight. Your workforce must be ready to integrate AI, understanding its capabilities and limitations.

The ability of AI and generative AI to revolutionize how businesses adapt to market shifts — when utilized in insights research and management — should not be underestimated. That's why AI-powered insights must be established as one of the main cornerstones of modern AI enterprises.

Insights reflect a reality, captured in the past and present, that can be projected to the future. Creating a powerful vision of that future enables business leaders to make the optimal decisions about how to invest their resources.

Having access to relevant and up-to-date AI-driven insights empowers organizations to swiftly respond to changing consumer preferences, taking proactive measures at an earlier stage rather than reactively reacting to trends and competitors.

Equipped with AI-driven knowledge-management solutions, enterprises can elevate their intelligence and amplify their grasp of market and consumer insights — ultimately making faster and more informed decisions based on knowledge.

Daily benefits can be seen in how AI can foster better collaboration amongst teams, streamline your end-to-end research management process, and easily keeping stakeholders informed. All of these benefits combined, result in more efficient processes and a higher return on investment (ROI).



What are the biggest challenges you will face when implementing AI for insights?

The first hurdle is demystifying AI.

As a leader, you must communicate generative AI's role in augmentation rather than replacement of existing roles.

Encourage your teams to see AI as an extension of their team, and an assistant, rather than a replacement. This starts with developing a clear vision for how AI will rewire the organization and outlining its benefits.

Secondly, you need to build your organization's AI competence.

If you're not selling AI products and do not have deep knowledge of this technology in-house, this will be the biggest challenge to overcome.

Organizations that wait too long to hire their own AI-for-insights experts may struggle to keep up with stiff business competition from established AI-insights-powered players who are well underway on their insights journey.

Being an early adopter and choosing a specialized platform instead of generic one pays off because the AI landscape is continuously evolving and becoming more influential in shaping customer expectations.

By delaying AI adoption in research and insights, your organization risks lagging and being stuck at playing catch-up — instead of influencing and shaping the transformation of respective industries and becoming a thought leader in the process.

Get started sooner rather than later.



Next steps: How to get started with AI for insights



What can you do to ensure a smooth transition into becoming an AI-powered organization and future-proof your business?



Here are some practical, actionable tips from Market Logic's AI for insights experts. We've narrowed it down to eight actionable steps:

1 Articulate your vision for a data-driven organization. What are your goals?

Find ways to remove barriers to entry. Take a proactive approach. Assess generative AI's strategic implications and identify high-impact applications to scale gen AI insights.

2 Reimagine each workflow, journey, and function to effectively leverage data and AI.

What are the results you want? Have a strategy in place to identify each step.

3 Identify two to three core high-impact use cases.

Focus on those. For example, launching new products in a new market, or updating an existing product.

4 Apply clear AI-relevant criteria to selecting the right AI for insights partners. For example, asking the following set of important questions about their AI approach:

- How does the platform prioritize data security and privacy?
- How trustworthy are the platform's AI-generated insights?
- How seamless is the platform's integration with existing tools and workflows?
- How can you assess the ROI of an AI consumer insights platform?
- Does your AI function on a Natural Language Processing (NLP) basis?

5 Look for technology suppliers that specialize in research and insights.

What AI should you use? Try out different [AI software solutions](#) that are specifically designed for AI market research and insights management. Create knowledge in your organization around the quality of answers you want from your generative AI for insights tool. Even though the output from a general-purpose AI assistant sounds believable, the outcome may be more generic, because it wasn't trained to understand insights data specifically.

For example, when it comes to insights, platforms such as Microsoft Copilot might undergo training to handle user requests and analyze documents. However, as the next step, a specialized AI platform will be able to comprehend evidence and information more extensively than a generic one. So, when focusing on insights look for an AI platform trained with relevant expert capabilities for your use cases, rather than a generic AI tool that is more suited toward supporting users with standard daily tasks.

A specialized AI insights platform helps to sidestep hallucinations and discrepancies — and it is trained to meticulously comb through your entire repository of insights, ensuring the extraction of the most relevant knowledge. This contributes to the creation of superior answers to your questions, based on trusted insights.

6 Hire the right support.

For specific pain points related to your organization, it is advisable to work with a consultancy that specializes in generative AI. Build an AI center internally that operates on a company level — and a consultant can come in to create your AI-for-insights strategy. Adopt the right tools that are used for this purpose and assess how well they perform in meeting your company's business goals. Based on our experience in the industry, internally built AI for insights tools usually have a less-than-positive outcome because the construction lacks specialized expertise and know-how.



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Begin upskilling your employees by exposing them to knowledge-based AI tools, even if you haven't started the process of AI-led transformation.

If you pick the right NLP-based AI for insights tools, employees don't require much training, because NLP is trained to understand and work in human language. As an organization, this saves you time and energy, as you don't even need a prompt engineering course. For example, Philips tested the generative AI for insights solution **DeepSights™** against ChatGPT and Bing.

The test results found that **DeepSights™** produces faster and higher-quality, reliable answers to market insights questions, saving hours of research time. This proved that with the right tools, everyone in the organization can benefit from high-quality results.



Philips case study 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' internal search function

8 Make AI knowledge available to everyone in the company.

Finally, invest in building the necessary roles and skills across the board. Work with the right AI-for-insights experts to help you implement AI knowledge internally to ensure the high quality and performance of your AI-for-insights tool. When leveraged effectively and synergistically, generative AI is an extremely powerful and transformative tool. It can empower every employee within the organization across Insights, Marketing, Product, R&D, and Strategy, independent of their level of seniority — from middle to senior managers. Facilitating access to generative AI for insights solutions not only benefits your organization in the long run but it also enhances the employee experience and talent management practices.



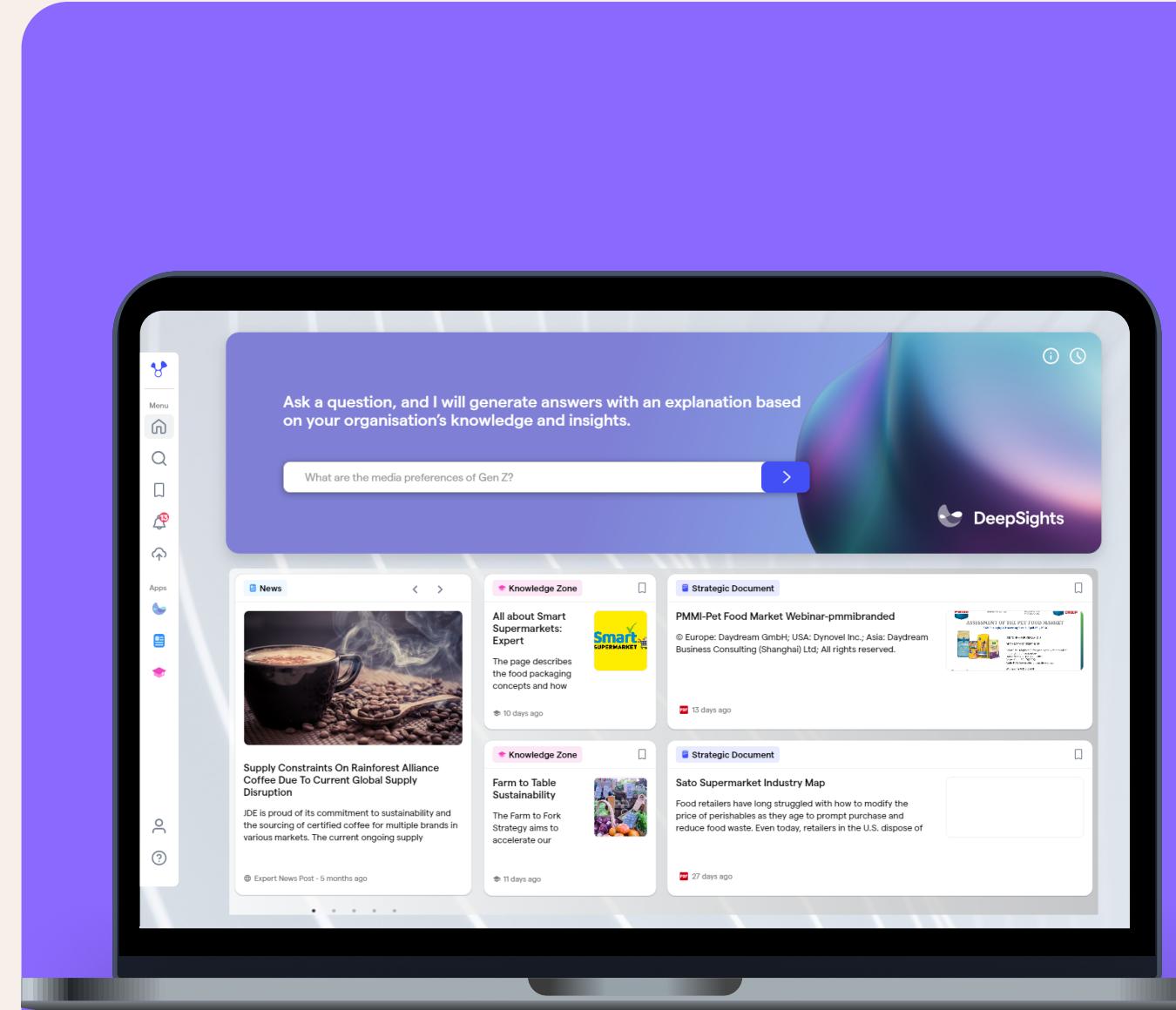
By establishing your knowledge foundation on AI-driven insights, you build the right cornerstone to power understanding, well-grounded ideas, and bulletproof strategies — resulting in the fastest and best decision-making.





We hope you've found our guide useful! Ready to start your journey and to embed market and consumer insights into day-to-day business operations using generative AI?

Explore our generative AI solution [DeepSights™](#), especially designed to extract real-time market insights – allowing users to create instant reports addressing their specific market and answer intelligence questions on-demand.





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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