

# Your guide to becoming an AI insights driven organization

Parts 1 - 3



AI



# Your guide to becoming an AI insights-driven organization

## Part 1

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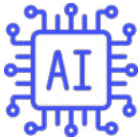
Build a winning AI insights strategy

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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**

2

# 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

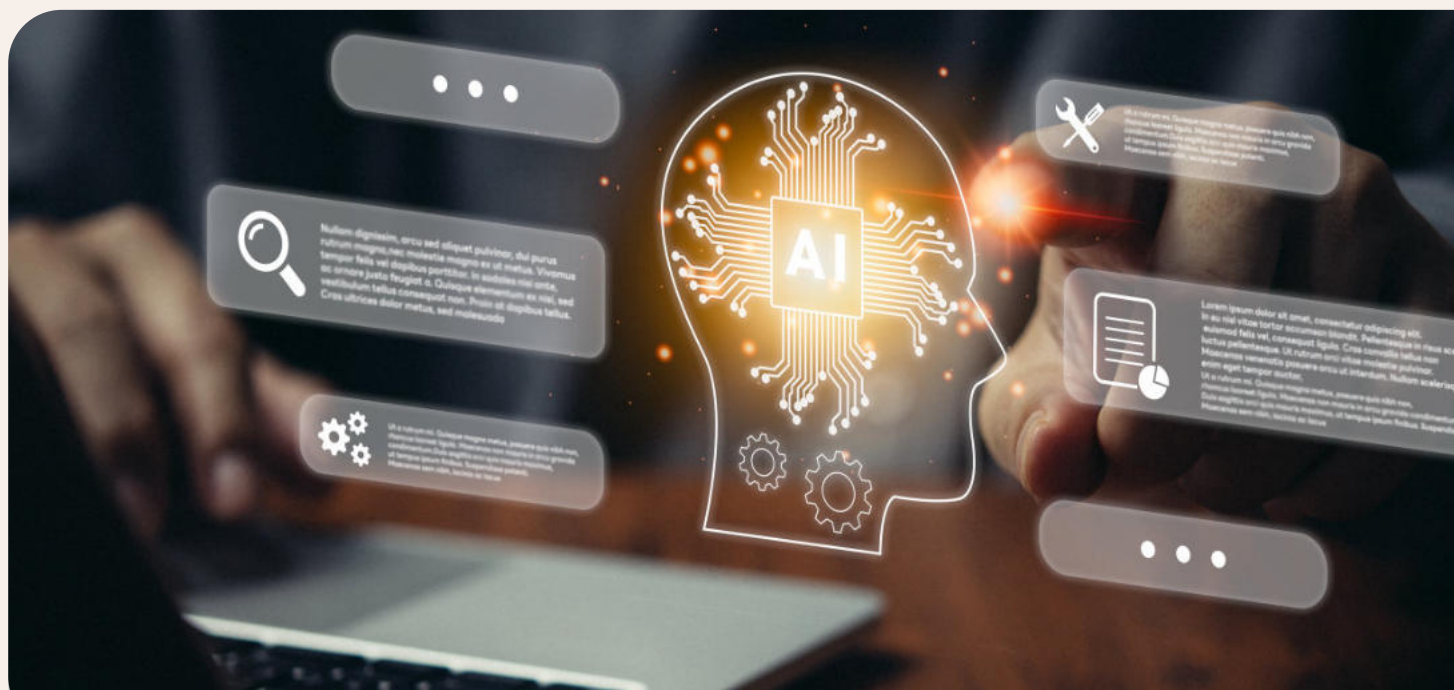


# 40%

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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# Your guide to becoming an AI insights-driven organization

## Part 2



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

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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

# 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?

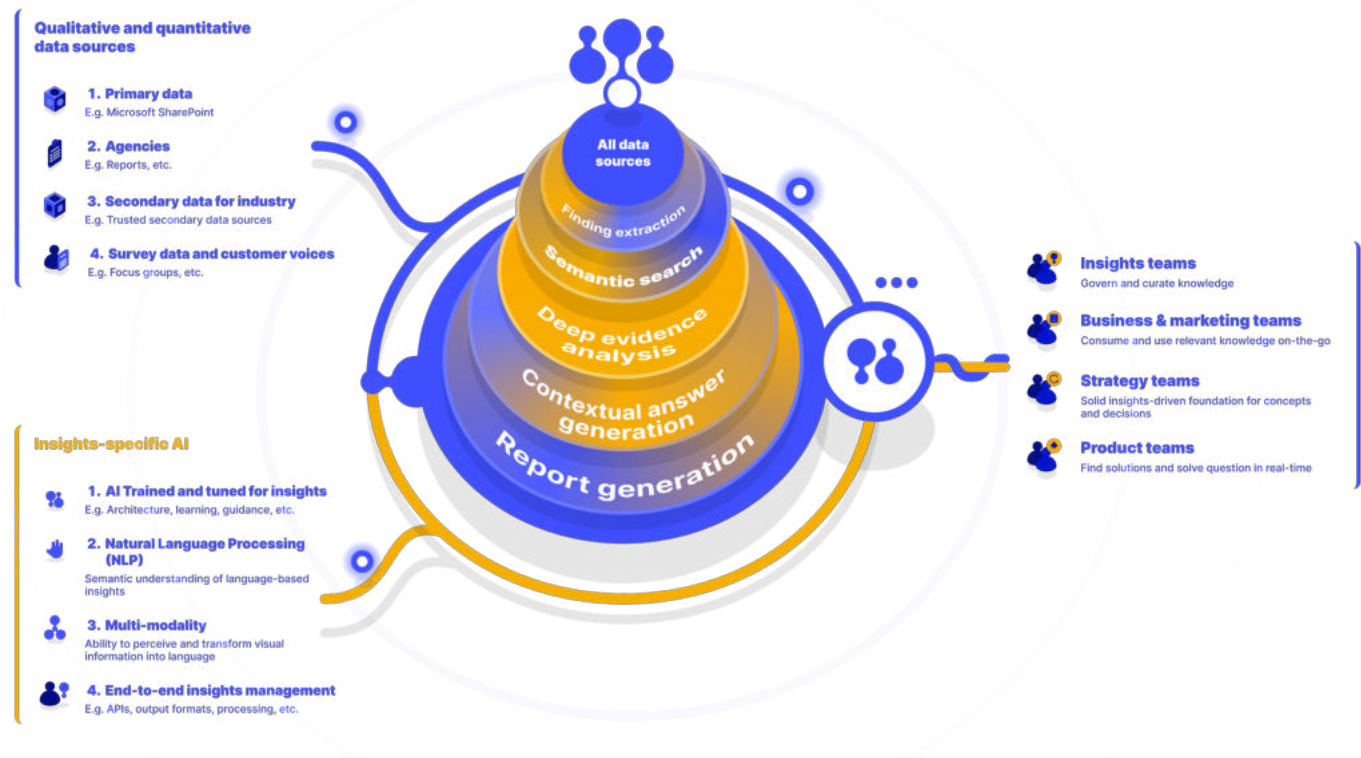
An organization's tech architecture is a fragmented, complex landscape, so it can be challenging to paint a definite picture and there is no one size fits all. However, the graph on this page can provide an overview of what comprises an effective model that has been tried-and-tested on a functional level.

## 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

# 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.

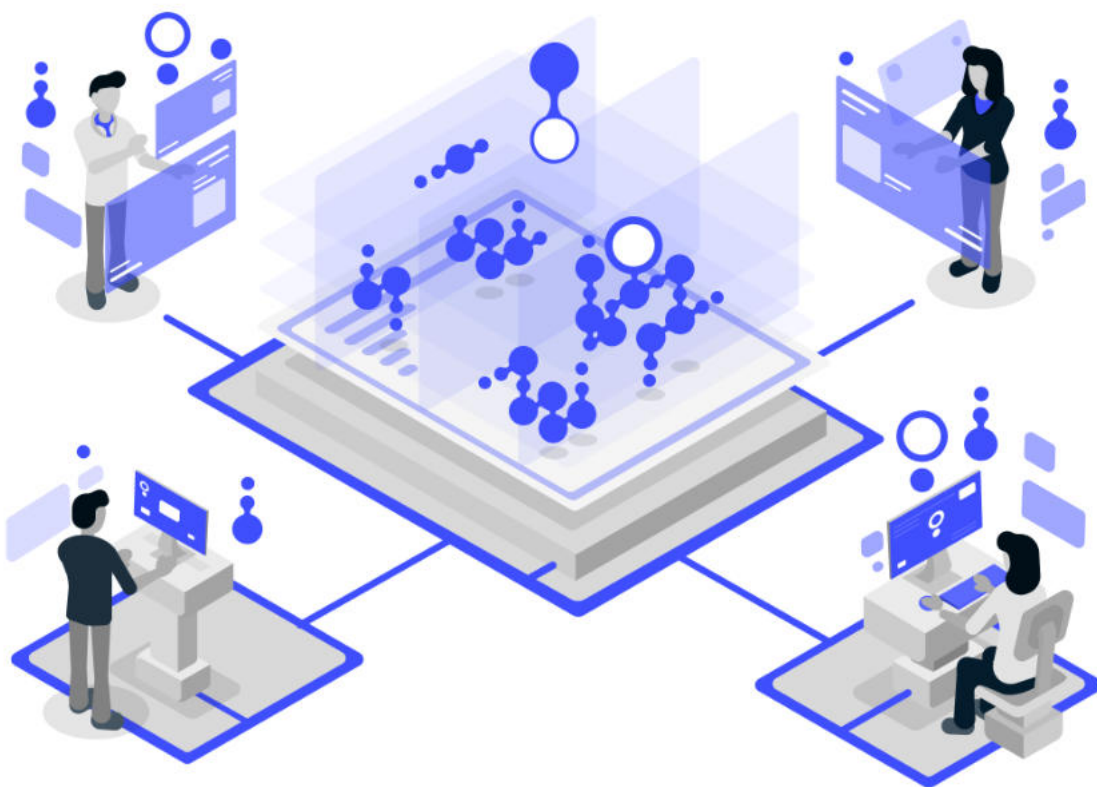


## Next step

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.**

## AI-powered insights



**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.***



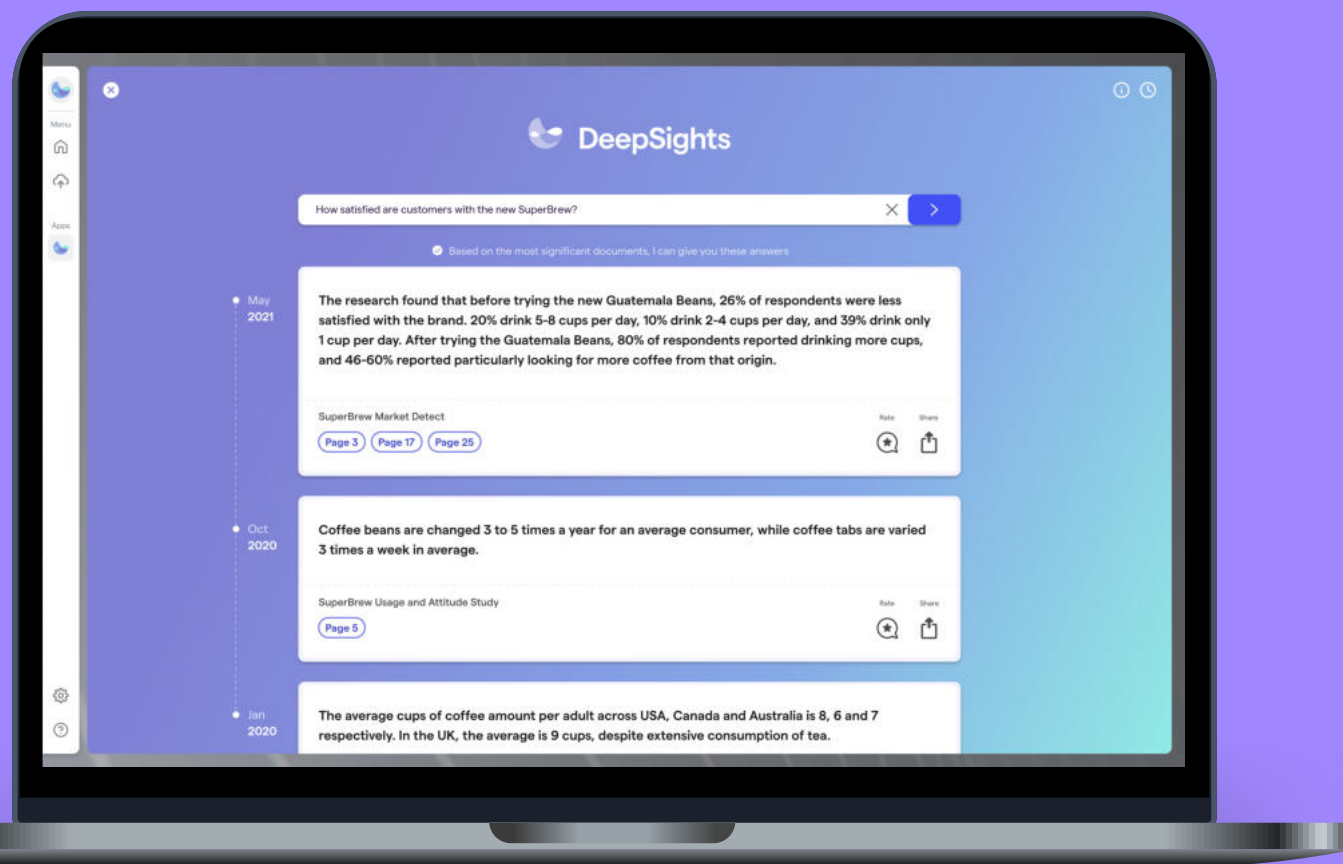


## Next step

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.



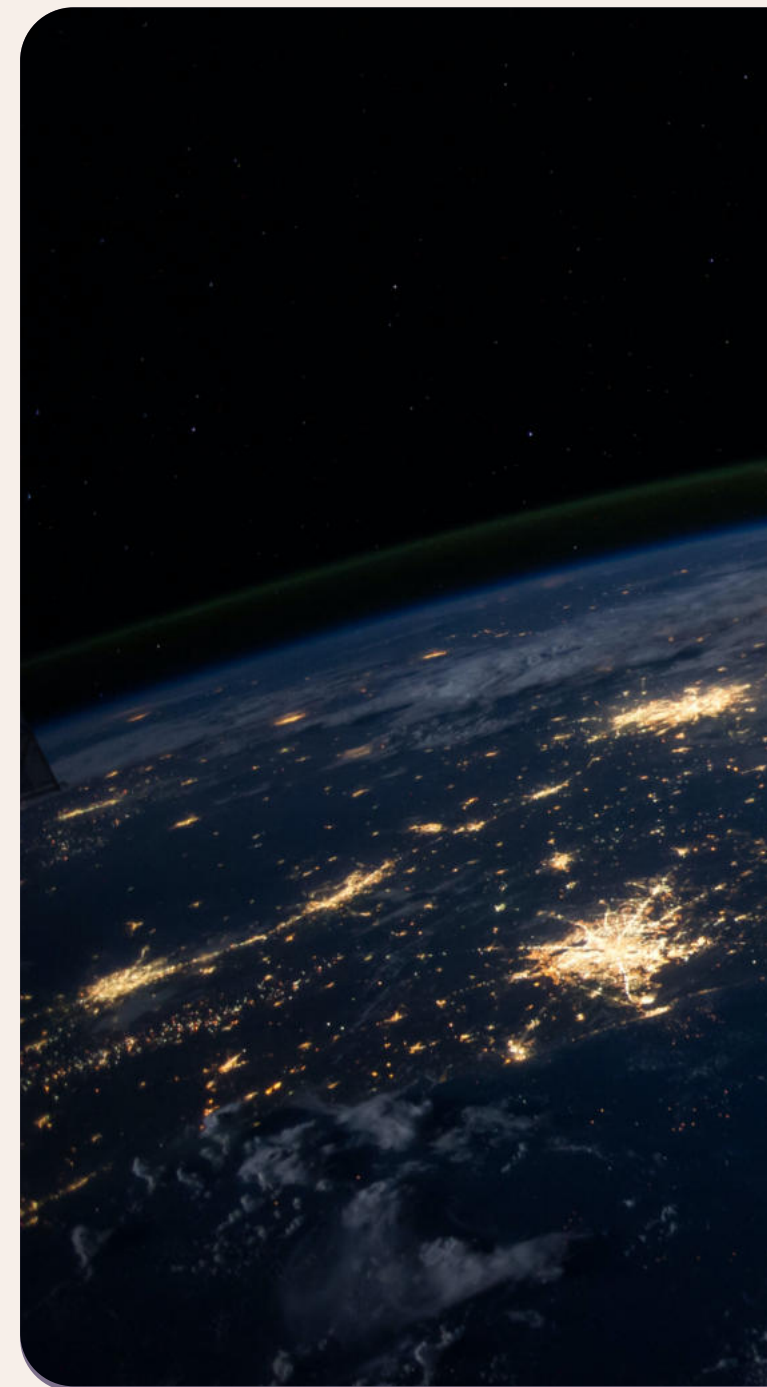
# Business intelligence (BI) VS insights: How are the lines blurring?

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.





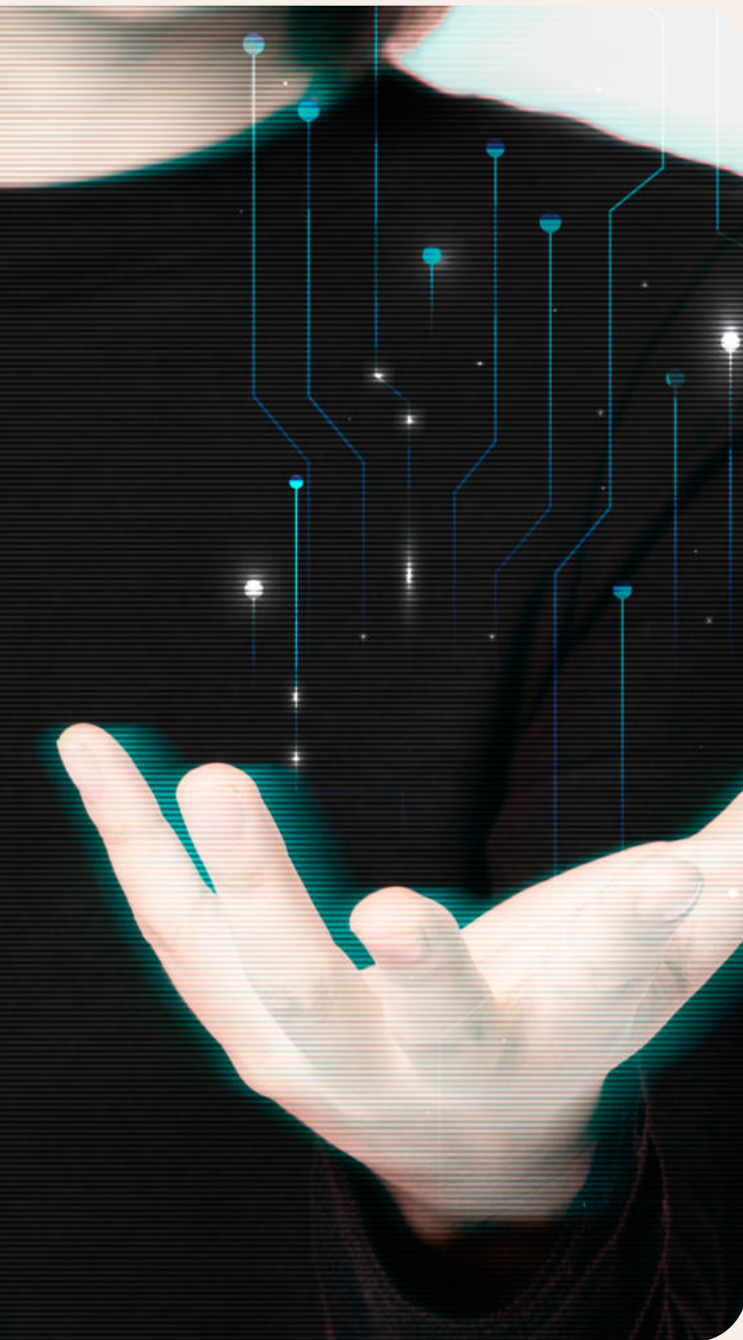
- *BI teams may have been able to act faster in the past, based on data and numbers. Generative AI can assist in creating more common ground with a language-based output and input format, as language is a more solid area to meet in — and how they will do it, and then who will have the overhand will progress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

Your guide to becoming an AI insights-driven organization:

## Part 3

## Part 1

1

### Introduction - Exploring AI

The turbocharger for solid insights-driven decisions

2

### AI for insights vision

Transform into an insights-driven enterprise

## Part 2

3

### Systems architecture and processes

The business impact of implementing AI

4

### The tech

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

## Part 3

5

### People and AI skills

How roles are changing

6

### Getting started

Practical tips for building a winning AI-powered insights strategy

# 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.



## 7 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.



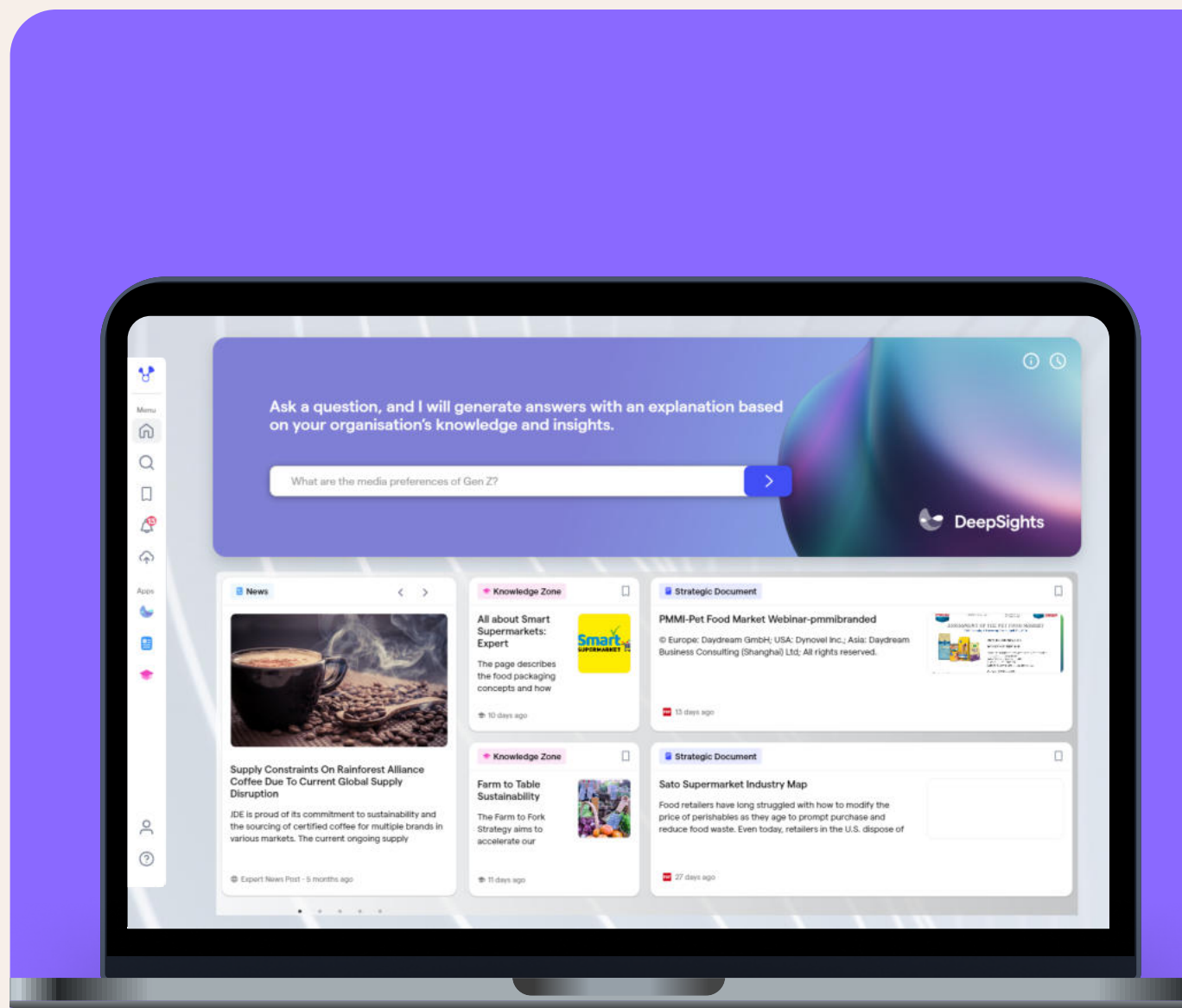
***By establishing your knowledge foundation on AI-driven insights, you build the right cornerstone to power understanding, well-grounded ideas, and bulletproof strategies — resulting in the fastest and best decision-making.***





***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.





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