

Handbook

Change management roadmap for AI insights

How to elevate your business with AI

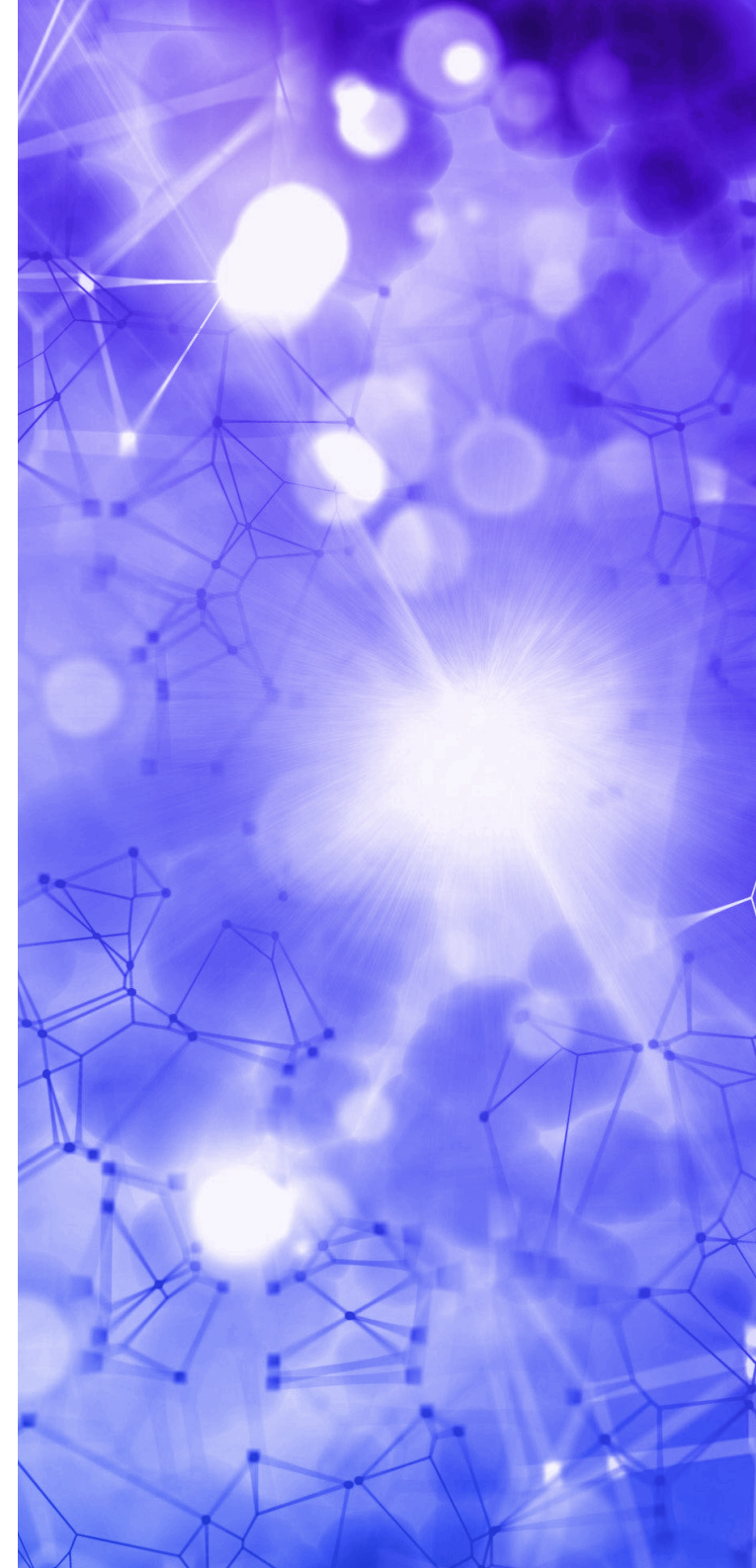
Convincing your business to embrace AI for knowledge management can be tough, but with the right change-enablement approach, you can quickly take your business to the next level and gain a competitive edge. As results continue to prove its impact, it's undeniable that embracing AI is becoming essential for long-term success.

In fact, **77% of IT leaders expect AI to deliver competitive value** in some form over the next two years, whether it's from improved customer experience, new product lines, more effective marketing, or enhancing product/service lines, says Lenovo's [2024 Global CIO Report](#). [McKinsey](#) reports **37% of business leaders globally have already seen meaningful cost reductions** in their marketing and sales function due to gen AI use. Additionally, **53% of respondents attribute meaningful revenue increases** in their marketing and sales function to generative (gen) AI use.

Working closely with clients across different verticals, from FMCG to Pharma, at [Market Logic](#) we've seen first-hand how AI tailored for market and customer insights can empower a company's insights function to drive growth via impactful, data-grounded decisions. We help

steer this change by elevating the insights function to be able to innovate the business, and facilitate this with [DeepSights™](#) — a purpose-built gen AI for market and consumer insights.

Based on our experience working with some of the world's leading organizations, this handbook gives you our tried-and-tested blueprint and tools for successfully adopting AI-powered insights. It is designed for organizations like yours, but made adaptable, because we understand every business has a unique culture and ways of enabling change. The handbook includes best practices from our dedicated customer services team, who works with clients to tailor an engagement plan to fit their goals and needs.



Blueprint: How to drive adoption of AI-powered insights technology DeepSights

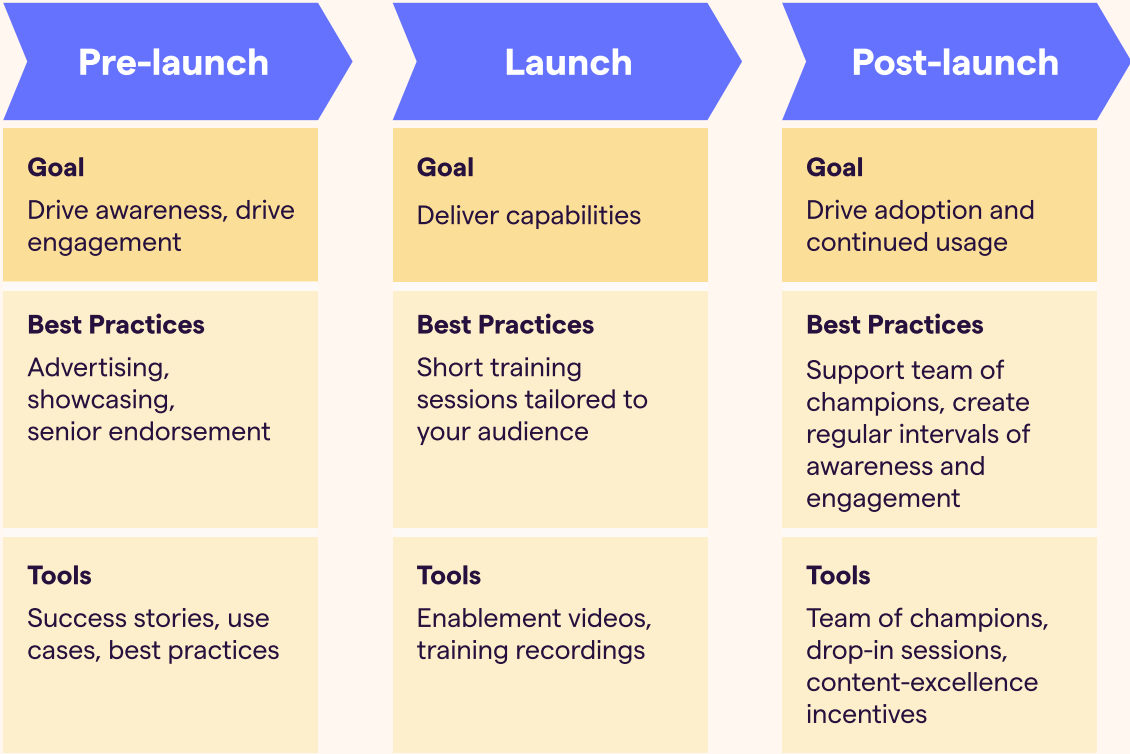


Rollout timeline & framework

Effective change management helps organizations prepare, equip, and support individuals in adopting new ways of working to drive success. This requires shifts in habits and behaviors, particularly when implementing a new platform such as DeepSights.

Market Logic's framework supports this process at all aspects of platform maturity, focusing on four key areas: people, culture, technology, and process. By addressing these elements, organizations can foster engagement and ensure a smooth transition.

Here is a quick overview of our blueprint timeline, best practices, and tools in each phase of your change-enablement journey.





Purpose

Embed [AI-powered insights technology](#) into stakeholders' workflows to enable sustainable self-service of strategic knowledge.

Drive efficiency, productivity, cost reduction, decision making and innovation.

The image displays the DeepSights AI-powered insights platform. It features a search bar with the question "What are the Gen Z consumption preferences?" and a "DeepSights" logo. The interface shows a detailed answer with a bulleted list of insights, a "Sources" section with links to reports like "TikTok Food Drink Report" and "Gen Z Shopping Habits Analysis", and a "Further reading" section. A "How this works" section explains that the platform generates answers based on an organization's knowledge and insights.

DeepSights
Answering your questions with trusted insights

What are the media preferences of Gen Z?

How this works
Ask a question, and I will generate answers with an explanation based on your organisation's knowledge and insights.

Objectives

**Early phase:
pre-activation**

1. Raise awareness of AI in the organization

Winning benchmark

Stakeholders [know what DeepSights is and how it works](#). They know who should use it, how to access it, and trust the AI to inform them that knowledge relevant to their roles and interests is available.

Take action

Build constant awareness by positioning and selling the value of the platform and how it will benefit your different stakeholders.

Top three tips for success from Market Logic's implementation experts

- Advertise DeepSights on large digital signage displays across the company — we provide all the tools and activation materials, so you're free of the legwork.
- Showcase DeepSights in company newsletters, Slack, Teams, and SharePoint channels.
- Leverage Market Logic's toolkit of [success stories](#), use cases, best practices, and campaign ideas.

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“Showcase real life examples that immediately have your stakeholders imagining themselves using the tool.”

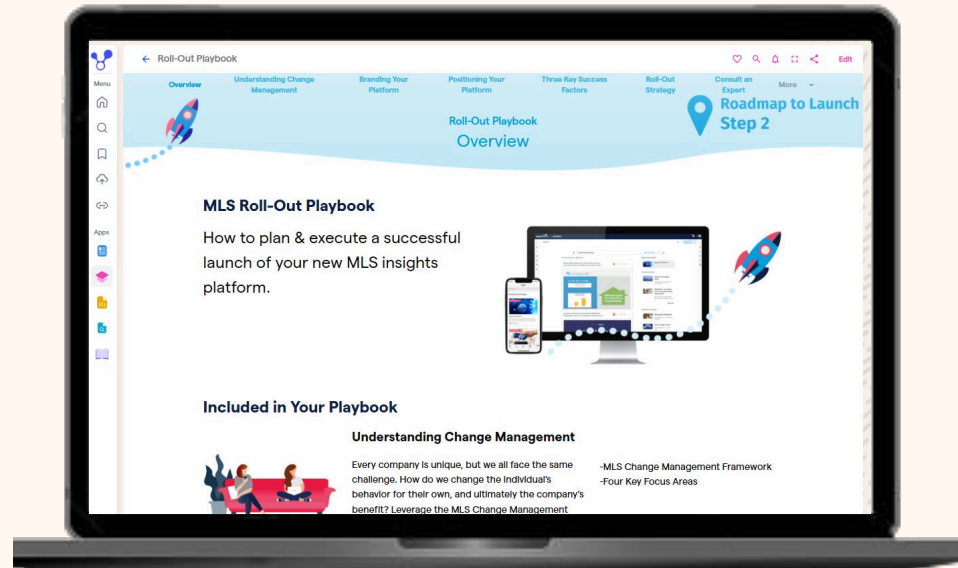
Julie Sherman,
VP Global Customer Success,
Market Logic Software

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Your toolkit for engagement, activation, and enablement support

Drive engagement, activation, and enablement support in your organization. As part of the Market Logic Community, we provide you with the toolkit including:

- Rollout playbook
- Build a champion team
- Platform engagement services
- Email activation toolkit
- Platform governance





Ready-to-run use case!

Steal this real-world example to drive buy-in during your **awareness** campaign

Put on the spot in a meeting? Impress the room with instant, reliable insights

Imagine

You're in a meeting when a stakeholder suddenly puts you on the spot — "What were the key growth drivers for pet care products in Europe in 2024?" All eyes land on you, but you don't know the answer.

Solution

[DeepSights](#) — your new generative AI assistant, designed to extract accurate answers from 100% of your company's trusted knowledge base — is connected to Microsoft Teams for easy access to customer and market insights.

Process

- You open Teams immediately and type the stakeholder's question into a chat @deepsights.
- DeepSights returns a comprehensive answer in seconds, and you share it with the room.
- This sparks a lively discussion, and you continue to ask DeepSights follow-up questions and support the conversation with data-driven insights.

Impact

- You confidently provide accurate, data-backed answers in real time.
- You keep the meeting productive and engaging with instant insights.
- You build credibility and trust with stakeholders by delivering reliable information on demand.



2. Drive engagement with powerful AI tools

Winning benchmark

Stakeholders see [the value of AI-powered insights](#) and want to be a part of the journey.

Take action

Showcase clear senior endorsement of the DeepSights platform. Identify and create a team of champions (i.e., the people who are quick to adopt DeepSights) across global markets. They will promote DeepSights and continuously foster engagement.

Top three tips for success from Market Logic's implementation experts

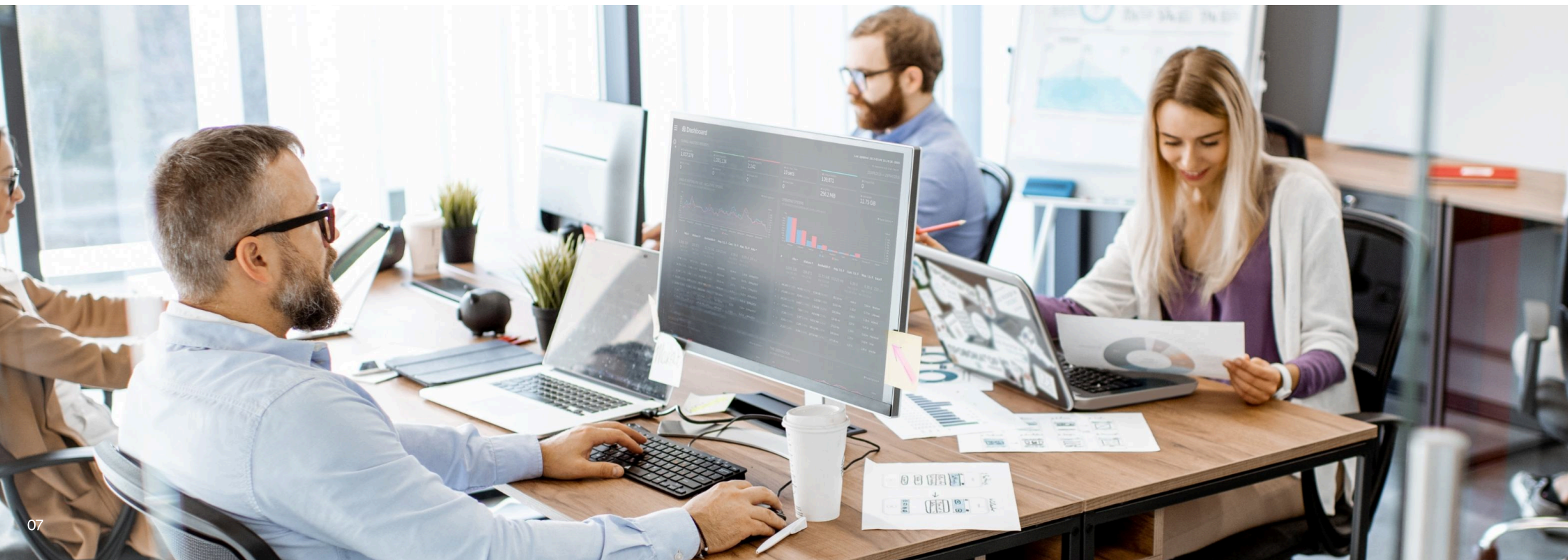
- Ensure senior leaders endorse DeepSights and explain how it fits into the company's goals and vision.
- Launch DeepSights at a large company-wide event for broad exposure.
- Share use cases tailored for each team or division, so they can truly picture themselves using the technology in their day-to-day life.

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“Senior leadership endorsement is key to driving adoption of your new AI-powered insights solution — be sure to have senior leadership standing up for the new solution at your launch event and during your engagement campaigns.”

Robert Robinson,
Account Director Customer Success,
Market Logic Software

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Objectives

Launch phase



DeepSights

Ready-to-run use case!

Steal this real-world example to drive buy-in during your **awareness** campaign

Get negotiation-ready in minutes: Quickly prep insights for your stakeholders

Imagine

You receive a last-minute request from the buying team to prepare critical insights for manufacturer negotiations. The tight deadline means you're in a rush and you risk overlooking crucial insights that could impact the team best deal.

Solution

DeepSights — your new generative AI assistant, designed to extract accurate answers from 100% of your company's trusted knowledge base.

Process

- You ask DeepSights for a detailed overview on a specific topic (e.g., pricing trends, supplier reliability).

- DeepSights quickly analyzes reports, trends, and visual data, delivering concise, cited insights.
- You quickly validate DeepSights' answers or dive deeper into the sources with a click.
- You ask DeepSights to generate a comprehensive report in minutes, ready to share with the buying team.

Impact

- You save hours of manual work (up to two hours per question, as found by Novartis — [read their success story on page 11](#)).
- You provide accurate, actionable insights under tight deadlines.
- Your buying team is prepared to secure optimal deals and maintain competitiveness.

3. Deliver AI capability across the business

Winning benchmark

Stakeholders know how to use DeepSights. They know [what jobs DeepSights can do](#) and where they need other tools in conjunction with DeepSights.

Take action

Ensure end-users can use all DeepSights features to the best of their abilities, according to their roles & responsibilities in the platform.

Top three tips for success from Market Logic's client experts

- Keep your training short and engaging — training for DeepSights can be done in as little as 15 minutes! Leverage Market Logic's extensive knowledge center with [enablement videos](#) available 24/7. You can also reach out to your designated account manager for 1-1 daily support.
- Keep training videos and other resources in a clear, visible place on your stakeholders' daily virtual dashboards.
- Show people how to ask DeepSights quality questions, so they can get the most out of DeepSights technology.

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“During your training demos, ask DeepSights questions highly relevant to the stakeholder group you're training — this makes people want to jump in and start using the tool right away.”

Julie Sherman, VP Global Customer Success,
Market Logic Software

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Save time with DeepSights



15 minutes

average training time



2 hours

saved per research question



DeepSights

Ready-to-run use case!

*Steal this real-world example to drive buy-in during your **capability** activities*

Create an emotional impact: Find customer verbatims in no time

Imagine

You have one hour to put together super-sticky insights about how parents decide to buy baby products. You need to bring together hard data with real customer stories that make an emotional impact your stakeholders will remember. The problem is, that perfectly on-topic, quote-packed, focus group transcript a supplier just dropped on your desk is 600-pages long, and you don't have enough time to sift through it for a quote.

Solution

DeepSights — A generative AI assistant with a Personal Upload feature to analyze lengthy documents, before it extracts and summarizes key insights. It clearly highlights citations that take you directly to the source page.

Process

- You upload the focus group transcript and ask DeepSights to summarize how parents make purchasing decisions.
- DeepSights quickly delivers key insights, including trends like the importance of in-store shopping for larger items.
- You click on a citation that takes you directly to customer quotes, and you spot the perfect one for your data point.

Impact

- You save hours of searching for relevant customer quotes.
- You deliver persuasive customer insights that resonate with decision-makers.
- You speed up stakeholder buy-in with credible, relatable customer stories.

Objectives

Post-launch phase

4. Drive continued adoption and future usage

Winning benchmark

DeepSights is stakeholders' first port of call to find knowledge needed to do their job. Knowledge found in DeepSights is used to do their day-to-day work, and is used to add value to the work they do.

Take action

Support your team of champions. Create regular bursts of awareness and engagement — don't just stop after your launch.

Top four tips for success from Market Logic's implementation experts

- Don't just stop at one ad for your new AI insights assistant — continue to promote the platform weekly with things like tips and tricks, new updates, success stories, and requests for feedback.
- Activate a second, mid-phase training campaign with drop-in sessions that welcome new stakeholders and re-engage earlier ones.

- When someone emails you a question, instead of answering it directly, link to the answer in DeepSights — this trains people to start using DeepSights themselves to self-serve insights as a habit.
- Create incentives for content excellence. One Market Logic client runs contests for most documents uploaded to DeepSights!

“

“Continually support and touch base with your community of advocates and evangelists, the people who think your AI-powered insights solution is amazing — listen to their ideas and create a feedback loop.”

Robert Robinson,
Account Director Customer Success,
Market Logic Software

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The screenshot displays the DeepSights AI interface. At the top, the search query is "What are the Gen Z consumption preferences?". The main content area shows a synthesized answer: "Gen Z's food consumption is significantly influenced by social media, with 26% of respondents indicating that it impacts their decisions related to food [01]. They prefer engaging with brands on social media platforms like Snapchat, YouTube, and Instagram [02][03]. Positive product ratings and endorsements by influencers also play a crucial role in their purchasing decisions [01][04]."

Below the answer, there are sections for "Sources" and "Further reading". The "Sources" section lists five items:

- [01] TikTok Food Drink Report (June 12, 2023, Primary report)
- [02] Gen Z Shopping Habits Analysis
- [03] Digital Natives Buying Behavior (Mintel | June 12, 2023, Syndicated report)
- [04] Sustainable Choices: Gen Z Report
- [05] E-Commerce and Gen Z Study

The "Further reading" section includes "The Digital Habits of Gen Z: Navigating the Online Landscape" and "Gen Z Shopping Habits Analysis".

A notification box at the bottom right states: "DeepSights has highlighted potential watchouts in the sources." with the following points:

- There are some discrepancies in the estimated percentage of flexitarians across reports, ranging from 18.3% [03] to 30% [05] of Europeans. The context or methodology behind these estimates is not provided.
- While some reports indicate interest in innovative products like lab-grown meat among certain Europeans [03], others suggest limited adoption of these so far [05]. The specific level of adoption is unclear from the information given.
- Most statistics and trends relate to Western European countries like Germany, the UK, France, Spain, Italy, and the Netherlands. Trends in Eastern Europe are not well covered in the provided reports.
- The reports focus primarily on dietary trends and product demands, with limited information on other aspects of veganism like avoidance of animal products in clothing, cosmetics, etc.



Novartis AI adoption success story

Pharma company Novartis saw the highest number of sign-ins to their knowledge management platform (called “Sherlock”) in the month they launched DeepSights. Over 7500 people accessed Sherlock following the launch, representing a 70% increase on the previous year.

“With the addition of DeepSights generative AI, users are able to get answers faster and more reliably than ever, saving on average 2 hours per question and millions in reduced duplication of spend.”

Ian Hook, Director of Business Operations,
Novartis

Novartis’ story shows that a purpose-built gen AI solution has the power to accelerate adoption and drive enterprise-level use of market and customer insights. Read the full [case study](#) here.



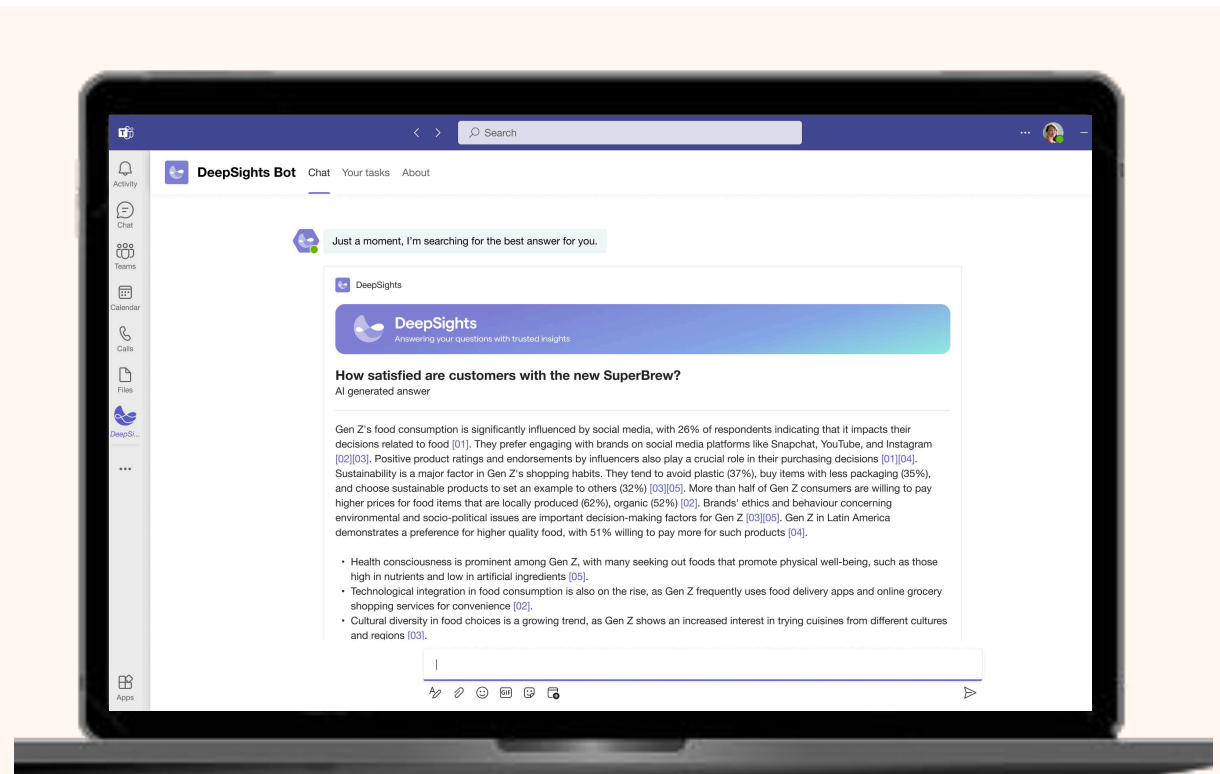
Three reasons why you need purpose-built gen AI to drive adoption

Now that you're aware of the specialized features an AI-powered knowledge management platform like DeepSights offers to your insights capability, it's important for you to also understand [why generalized gen AI solutions won't cut it.](#)

1. **Your teams need to feel like they're chatting to a trusted insights expert** when they ask an AI assistant questions — not someone they need to train on the nuances of market and customer insights before they get a reliable answer.
2. Without major overhauls, generic tools like ChatGPT and Copilot can produce irrelevant answers and overall low-quality outputs, leading your stakeholders to quickly (and justifiably) lose trust in the platform.
3. Generic tools will likely be difficult to integrate with your entire knowledge estate, which can make them hard to trust because teams don't know if there's crucial knowledge hidden somewhere else.

[DeepSights is fine-tuned and calibrated to deal with the nuances of exploring market research,](#) competitive intelligence, and customer feedback so it can provide contextually accurate and relevant answers. [DeepSights also fully embraces and extends the Office 365 environment, including Copilot,](#) and already has

hundreds of out-of-the box integrations with your most trusted data sources and research partners. It reviews 100% of your connected knowledge assets before answering your question, so you can be sure no stone is left unturned.





REWE Group's best practices for adopting DeepSights

In 2024, REWE Group — one of Europe's premier private grocery and tourism retailers — took the next step in its insights strategy by deploying DeepSights. The team found these best practices help improve usage across the business.

Grassroots adoption

Regular engagement, training, and word-of-mouth drive successful implementation.

Monthly training

Ensures employees maximize the platform's capabilities.

Tailored use cases

Custom sessions help departments like procurement optimize vendor negotiations and marketing refine campaigns.

Embedded advocacy

Insights professionals champion DeepSights, showcasing its value in meetings (via the DeepSights Microsoft Teams Connector) and addressing user concerns.

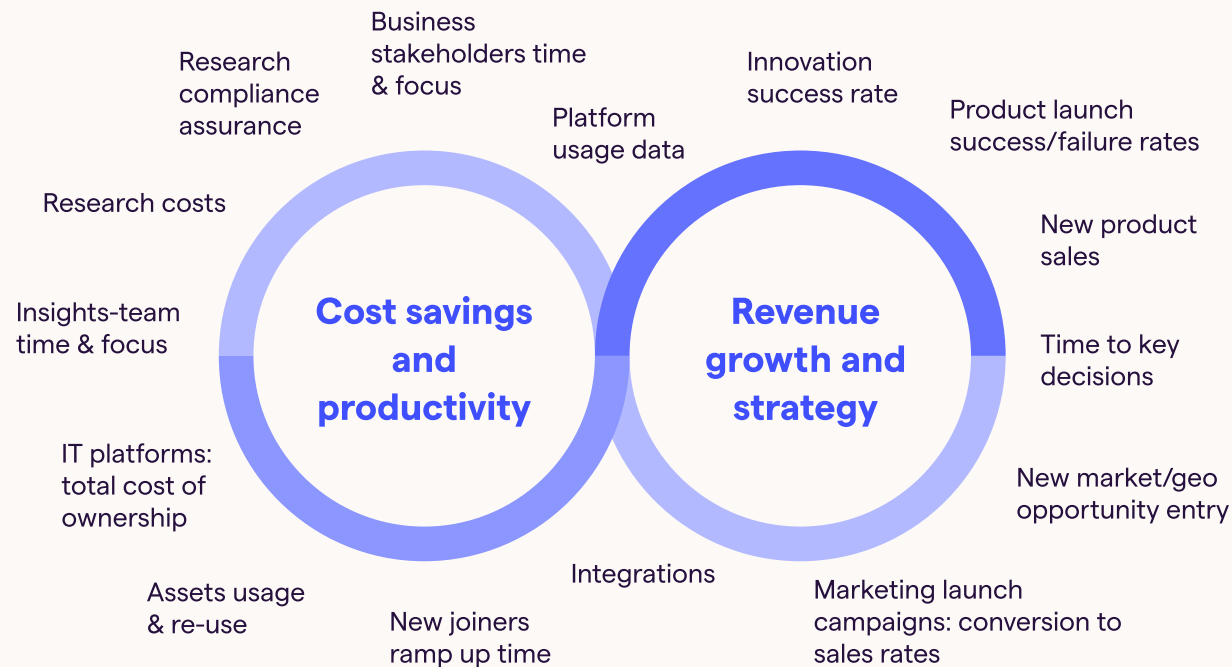
"A question like, 'What do you we know about sustainability?' seems like a very easy question, but honestly to assemble what we know can take you a day...now we can see the information and sources we have in DeepSights, and that saves a lot of time."

Marc Röhder, Senior Business Analyst in REWE's Business Insights & Retail Intelligence Team

Empower your insights team with AI to drive business success

Harness AI market insights for your business

Benefit from cost, productivity, and strategic advantages



Value outcomes for insights platforms



It's time for you to unlock the full potential of gen AI-driven market knowledge — and DeepSights is a key enabler to get you there. You won't have to worry about how your business will overcome common change-enablement hurdles, as our trusted implementation experts stand beside you every step of the way, ensuring you can successfully implement AI into your workflows, drive adoption — and boost efficiency and ROI. **We'll help you outline and monitor measurable value of AI** throughout your implementation process, so you can calculate the impact DeepSights has on the business and celebrate key milestones that [prove your business case](#) to stakeholders.

[Contact us for a demo to take the next step, and let's start working together.](#)

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“At Market Logic, your success is our success. We work with you to create a joint success plan that fits your business goals, and we continually revisit that plan together so you can monitor progress and ensure you're seeing the AI-powered insights transformation you envision.”

Julie Sherman,
VP Global Customer Success,
Market Logic Software





About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our award-winning AI-enabled insights management platform DeepSights™ allows insights teams to equip business decision-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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