

Navigating the AI Insights landscape: 10 questions for prospective insights platforms

As an insights professional, choosing the right AI insights platform for your business is crucial, but it can feel daunting: the market is teeming with options, each claiming to be the best. That's why we've curated these 10 essential questions to ask a potential AI insights partner. Regardless of your industry, you can use this checklist to help you confidently adopt an AI insights platform that meets your organization's customer and market insights needs.

1. Can your AI insights platform integrate with all our internal and external data sources and research partners?

Insights and business marketing professionals don't have time to navigate multiple logins, complicated searches, and irrelevant information lumped together in general-purpose IT solutions, just to get an answer to a business question. Look for an AI insights platform with pre-built integrations with all your customer and market syndicated sources, newsfeeds, research agencies, and in-house research documents in all formats.

2. Can your platform handle 100% compliance-to-data protection and consumer privacy rules and regulations?

It's vital for your organization to be fully compliant with data protection and consumer privacy regulations (GDPR, CCPA, etc.). Seek an insights partner who has a track record of working with global brands that strictly adhere to the highest security standards. If those industries trust your prospective insights partner with their data, odds are you can too.

3. Will your AI model use our proprietary knowledge to generate answers for other organizations?

It's a nightmare scenario for insights managers: you adopt an AI insights platform that learns from your highly sensitive, proprietary information — the kind that defines your future products and competitive edge — and then it uses it to answer other organizations' questions. Find an AI insights partner who can clearly explain how their platform eliminates the risk of proprietary knowledge misuse. Ask for technical whitepapers and documentation that outlines how their leak-proof AI model is trained.

4. Does your AI insights platform ever "hallucinate" when it answers stakeholders' business questions?

Many generative AI solutions can "hallucinate," meaning they can fabricate answers not grounded in evidence. But in your world, trustworthy, accurate answers are the only option for stakeholders' business questions. That means you need to choose an AI insights platform designed to completely eliminate the risk of hallucinations, and one that double-checks and validates its answers based on only your organization's trusted content and sources.

5. Can we define roles and permissions for different users or teams, ensuring they access only the knowledge and features relevant to them?

If you choose an insights platform that doesn't have practical, simplified ways to handle competitive and sensitive knowledge dynamics within your organization, you'll likely face unshakable barriers when you want to scale. Select a platform that has easy and flexible ways to configure permissions and data access between teams, roles, and individuals, so your knowledge democratization efforts don't get side-lined by red tape.

6. Is your insights platform easy for both insights and business users to use?

Insights experts are overwhelmed with business questions piling up in their inboxes. Meanwhile, business managers wait too long for answers. Choose a platform that's exceptionally intuitive and allows both insights and business stakeholders to easily search across all your knowledge for quick, reliable, and shareable answers to their questions.

7. What kind of training and support is required for the quick and successful adoption of your AI insights platform?

No matter what AI insights solution you choose, if adoption is low, you're wasting time and resources on a platform that provides little value. Choose partners who offer super convenient onboarding sessions and 24/7 on-demand help resources, so your stakeholders gain immediate value from the platform and adopt it quickly.

8. Can you share case studies showcasing how your AI insights platform improves efficiency and daily operations of insights professionals?

Your AI insights platform should significantly shorten the amount of time your insights pros spend capturing data and knowledge, synthesizing and summarizing insights, and sharing those insights with relevant stakeholders. Choose an insights partner who can share concrete case studies with you that clearly demonstrate how their platform makes your insights and business stakeholders' daily work more efficient.

9. How quickly can we expect to see value from your platform?

Can your potential AI insights partner demonstrate the quick time-to-value of their platform? Ask if they can provide you with industry-specific case studies or references, so you can better understand their AI-insights platform's real-world applicability in similar settings to your own. AI solutions designed for insights use cases and interactions will cut the time-to-value because you won't waste effort trying to fit your market and customer insights needs into a generalized solution's functionality. A fit-for-purpose insights AI solution can save your employees up to 16.8 minutes of research time for every question they ask.

10. Do you offer a try-before-we-buy option?

Make sure your prospective AI insights solution works for you. Look for an AI insights partner who is flexible and confident in their solution and offers a try-before-you-buy option: this could look like a one-month trial opt-out window, a demo solution that has test knowledge you can play with, or a less expensive version of the platform that you can scale up as you add users or functionality.

Conclusion

Choosing the right AI insights partner and platform is vital to running a successful insights-driven business. **Ask these 10 questions to prospective platform providers, so you can choose wisely and transform your insights capabilities with confidence.**

Market Logic is happy to answer these questions and more about our AI insights platform DeepSights™. Get in touch with us here.