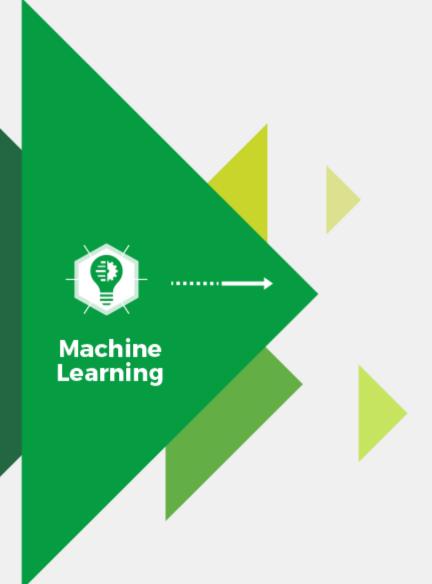


Automation

Follows a standardised process with little flexibility

 Improves processes; consistency, speed, cost-effectiveness

 Helps error reduction, increases productivity, reduces processing time



Machine learning

 Learns with each interaction: knowledge applied over time

 Eventually, machine helps to generate insight, not just provide data

 MR examples: Text analytics, first pass database creation



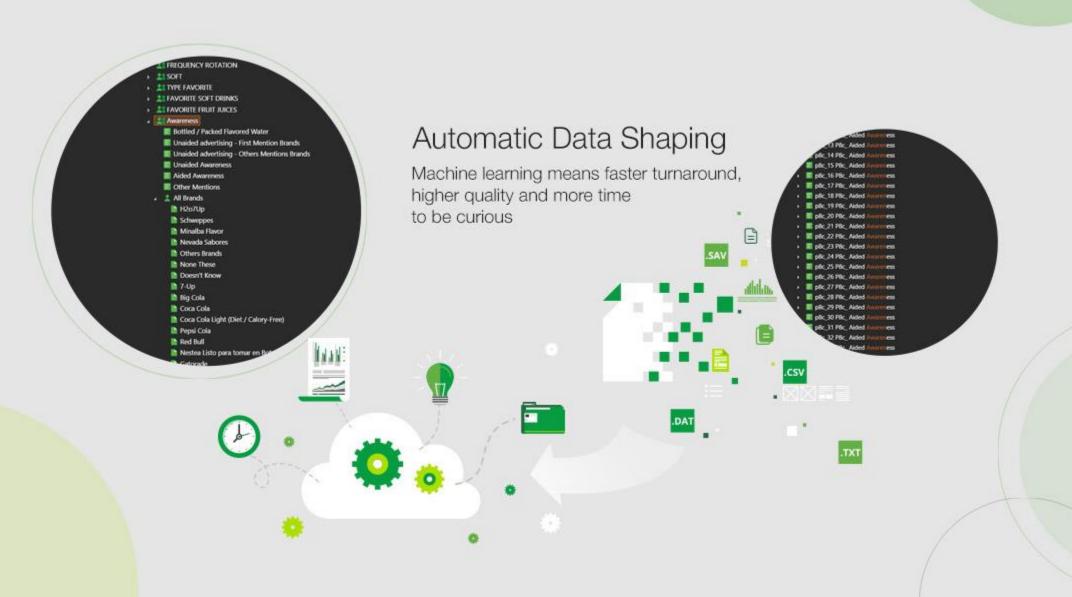
Al Artificial Intelligence

- Many different definitions even among experts
 - Could someone please write an AI algorithm to create a definition?
- Simulation of human intelligence processes by machines
- GO competition Korean Grandmaster Lee Sedol vs. Google's AlphaGo
- IBM Watson (see example later)

Let's look at some examples in more detail ...

... beyond basic survey scripting, Excel and PPT automation!

First pass database creation





Text analytics

 Analyses open ended comments via automation and machine learning (with some human input)

 Automatically categorises comments into themes and sub-themes

 Rates comments into sentiment scores and/or emotions

Integrates with other data

Word Clouds

zooming in on words or sentiment

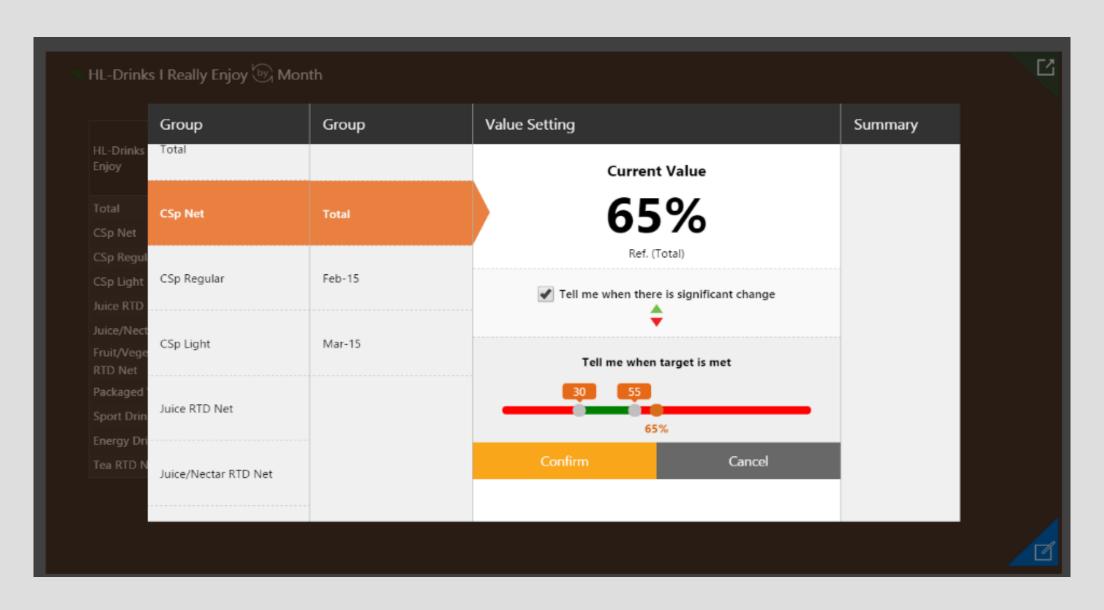
Study Country TIME PERIODS DEMOGRAPHICS USAGE & BEHAVIOUR IMAGE OFFERS AND DISCOUNTS ■ RECOMMENDATION ■ Commented Recommendation Rating ▶ ■ NPS Recommendation Comments (Native) Recommendation Comments (English) Recommendation Themes (Base-themes) Sentiment Sentiment (Detailed)

Sentiment Score

```
Comments (English) by H filtered by: Detractors (0-6), Made comment (Any Service), 2017
"locallic better customer service: most competitive rates"
"be cheaper; offer former customers the same benefits as new; reward loyalty"
"reward-loyalty: reduce tariffs; notebook offers renewed"
"make a sponsorship option with point wins when someone sponsors a make an offer that.
depending on the customer's age, become cheaper thus loyalty is rewarded; make special
student deals*
"cheaper rates; an interesting knyalty program; no other ideas"
"I find that first prize for the box is too expensive for the number of channels that we have:
there are not enough opportunities for deaf outside subtitles that are a disaster for live
programs: there is never a spontaneous gesture of goodwill by the aa orange to thank you for
your loyalty ... while when i was home i regularly had sfr. moreover i hesitate to return."
"bring a financial benefit (discount on subscription prices) according to customer loyalty"
"lower rates: a true loyalty program: rewards throughout the year"
"greatly improved website customer service; improved website network coverage; awards for
"lower prices: improve customer lovality because when we see that prices are lower for new ca-
gives customers not want to stay"
"to win the litivally of customers; practicing honest prices"
        quality of the customer; have a tracking smartphones not out of stock that the shop
we systematically not return a phone n **
                                                                                                                                                                   program
"cheaper; reward the loyalty of existing customers"
*consider customer loyalty; have reliable internet connections, all the time; not to change the
offers clients without their consent, especially to give them less for the same price".
"make a livelty program that discounts on packages a make more multimedia and internet
promotion; with offers tailored to our consumer"
"stopping point system to change phone is a mistake; loyally is not rewarded: it's a bit
expensive*
"innovate in the offer box lower prices; customer loyalty"
"a little more listening: a little more accessibility: loyalty rates"
"be less expensive: handing over linyalty points for telephone purchase: of loyalty discounts"
"lower their prices .: propose a package mobile + internet without tele (do not make me
believe that the offer tele is free II): loyality the client otherwise than by proposing a telephone
to a euro !! it is not very scolo and it implies that you sell telephones perissables very quickly"
"better reward customer loyalty; have better customer service; more adapted offers"
"lower tariffs: a better network; oustomer logality?"
"lower the price of subscriptions and a wider offer of loyally rewarded: stop sending us to a
number to solve problems: provide home repairers free of charge*
```

Alert Notifications

to your mobile, from this...



...to this



Notification alerts you to new or significant data

Click through to top line results on mobile device

Click again for more detailed results or switch to desktop



So where to from here?

Automated machine report writing



Automated machine report writing



Intelligence

And what does this mean for us?

Computer

Knowledge

Technolo

Learning

Implications for market researchers



- Dramatically reduce MR time & cost; improve MR accuracy
- Less time processing, more time adding value: the fun stuff!
- Make insights more accessible: more people using MR to make better business decisions
- AND we will always need people to add strategic thinking

