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February 2025

Driving organizational change with AI-powered insights

THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

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Session Speakers

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Julie Sherman

Vice President of Global Customer Success

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Helping innovative companies run insights-driven operations

SaaS provider of AI platform for insights management

15+ years experience

100+ global customers

150+ integrated partners

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The Challenge

Do your insights drive the business decision?

The Power of Human Expertise

- ✓ Strategic Interpretation
- ✓ Context Understanding
- ✓ Empathy

Today’s Challenge

✗ Days to access insights

✗ Disconnected decision moments

Of all the decisions you make in your role today, what percentage are informed by evidence from consumer research, data and insights?

Brand/ Marketing Teams
67%

Product/ Innovation Teams
55%

DeepSights

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Generating impact from your insights

(**Centralizing your insights**

Establish a single source of truth for your insights

+ **Democratizing with AI**

Provide frictionless access across the enterprise) x **Change Management**

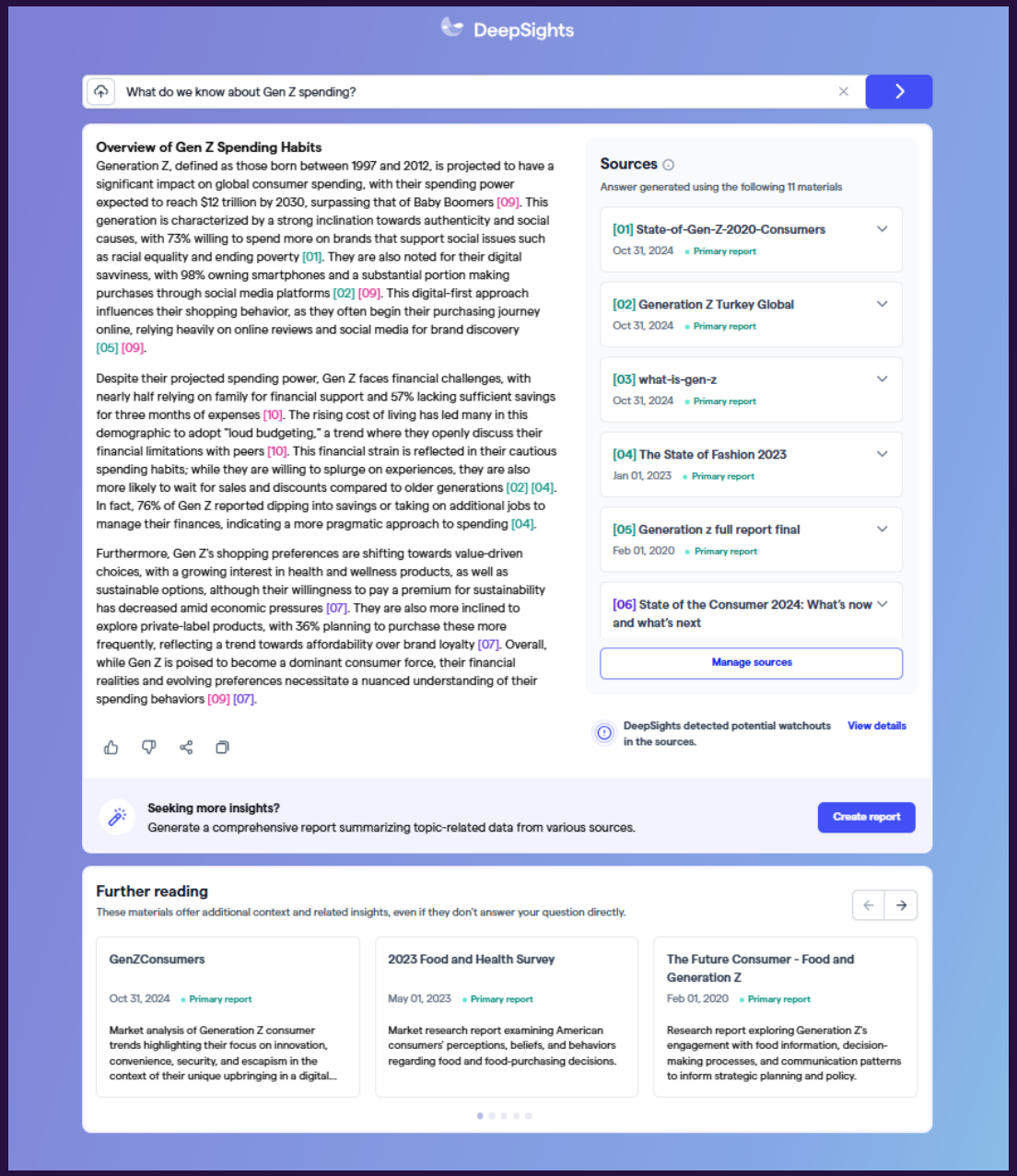
Bring technology to life in the organization

Insights democratization – check-list

- ❑ Low-barrier to use
- ❑ Available everywhere
- ❑ Trusted results
- ❑ Actionable responses
- ❑ Encodes best practices
- ❑ Built for insights

DeepSights

- ✓ **Low barrier to use** through natural question/answer or chat interaction
- ✓ **Available** in MS Teams, Slack, Google Chat
- ✓ **Trusted results** through AI learning & optimization with 50+ customers
- ✓ **Actionable responses** that compare, contrast, and provide watch-outs
- ✓ **Best practices** through AI guidance and prompt libraries
- ✓ **Built for insights** with chart extraction, evidence classification, source guidance, …



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Change Management

Change Management Framework

Early Phase	Mid Phase	Late Phase
Goal Drive awareness & engagement	**Goal** Achieve capability	**Goal** Drive adoption and continued usage
Best Practices Advertising, showcasing, senior endorsement	**Best Practices** Short training sessions tailored to your audience	**Best Practices** Support team of champions, create regular intervals of awareness & engagement
Tools Success stories, use cases, best practices	**Tools** Enablement videos, training recordings	**Tools:** Team of champions, drop-in sessions, content-excellence incentives

DeepSights

Use Case 1: Quickly prep your stakeholders

Challenge

- Last minute request from **buying team**
- You need to prepare critical insights for **manufacturer negotiations**
- Tight deadlines means you risk **overlooking critical insights** that could impact the deal

Solution

- Ask **DeepSights** for topic overview topic (e.g. pricing trends, supplier reliability)
- DeepSights analyzes **reports and visual data**, delivering concise insights
- You can validate answers or dive deeper with **cited sources**
- DeepSights generates a **full, shareable report** in minutes

Impact

- You saved hours of manual work (up to **two hours per question**)
- You provide accurate, actionable insights under **tight deadlines**
- Your **buying team is prepared** to secure optimal deals & maintain competitiveness.

DeepSights

Use Case 2: On the spot, real-time insights

Challenge

- You are asked a consumer insights question **while in a meeting**
- *Question: "What were the key growth drivers for pet care products in the US in 2024?"*
- This question falls outside of your prepared materials

Solution

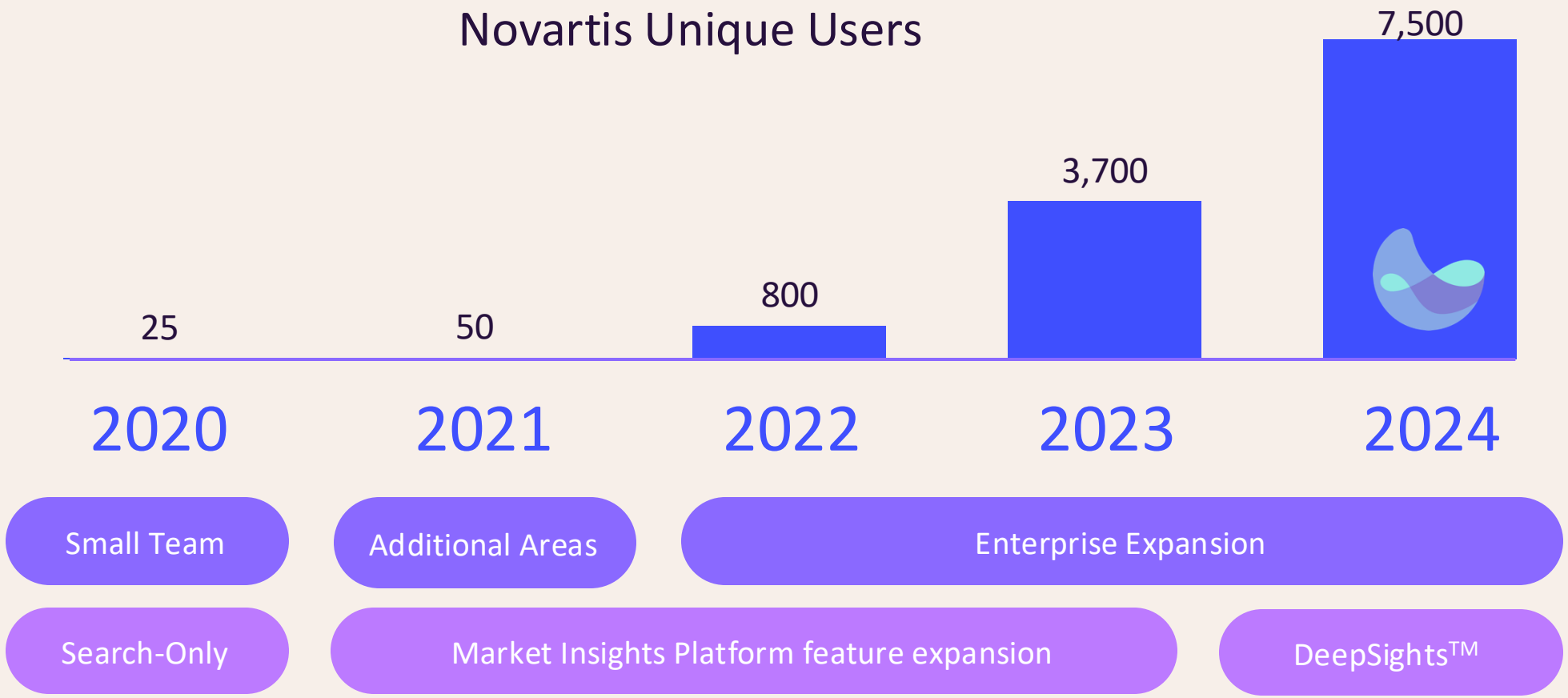
- You open **Microsoft Teams** and type the question into a chat with @deepsights
- DeepSights returns a **comprehensive answer** in seconds, and you share it with the room
- You can continue to ask DeepSights **follow-up questions** as the meeting continues

Impact

- Provide accurate, data-backed **answers in real time**
- **Keep the meeting productive** and engaging with instant insights
- Build **credibility and trust** with stakeholders by delivering information on demand

Client Use Case

“Great things have small beginnings” –Sir Francis Drake



AI Change management roadmap: Your blueprint for growth

Read more at: www.marketlogicsoftware.com

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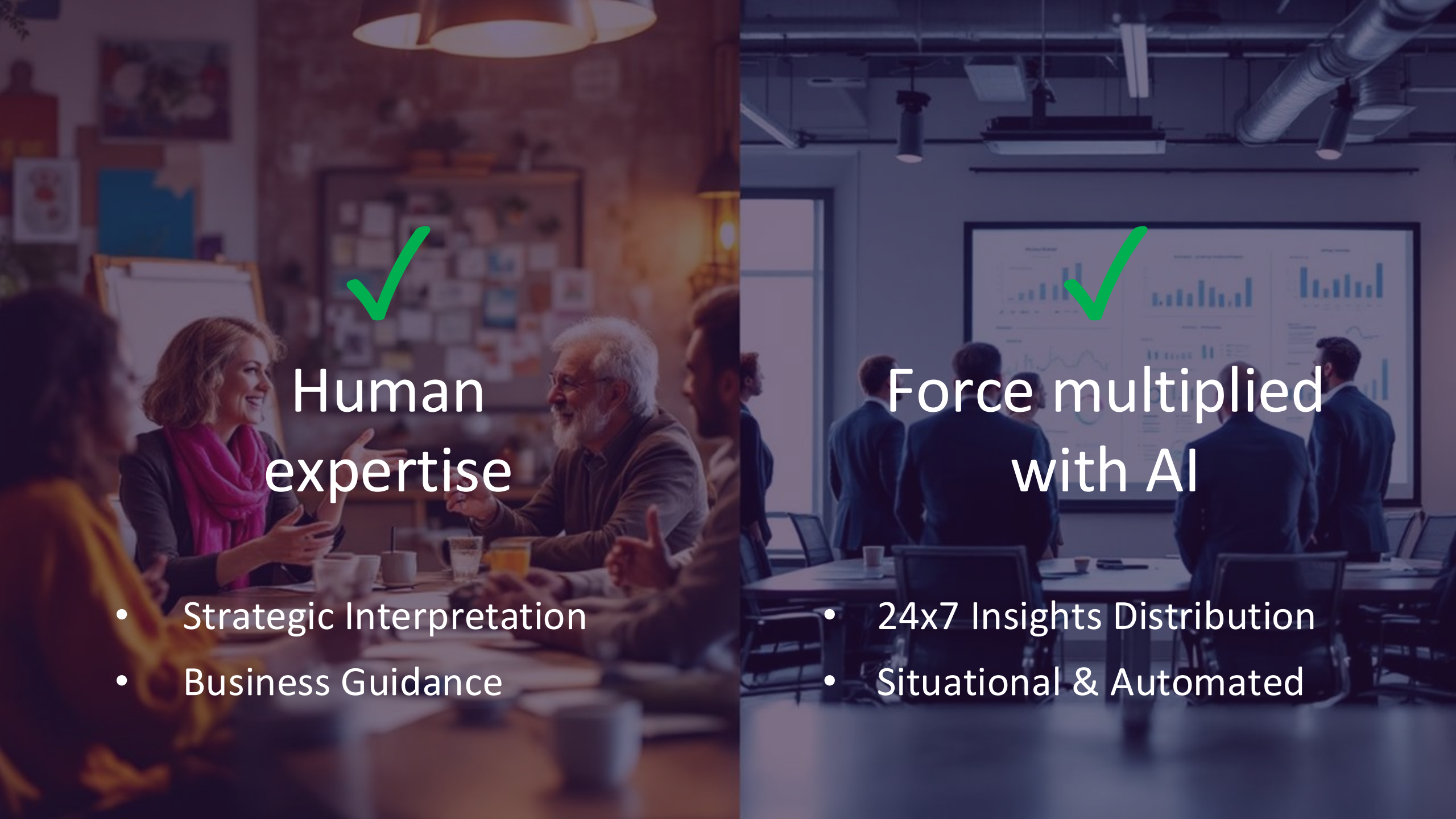
Conclusion

✓
Human expertise
✗
Connection to decisions



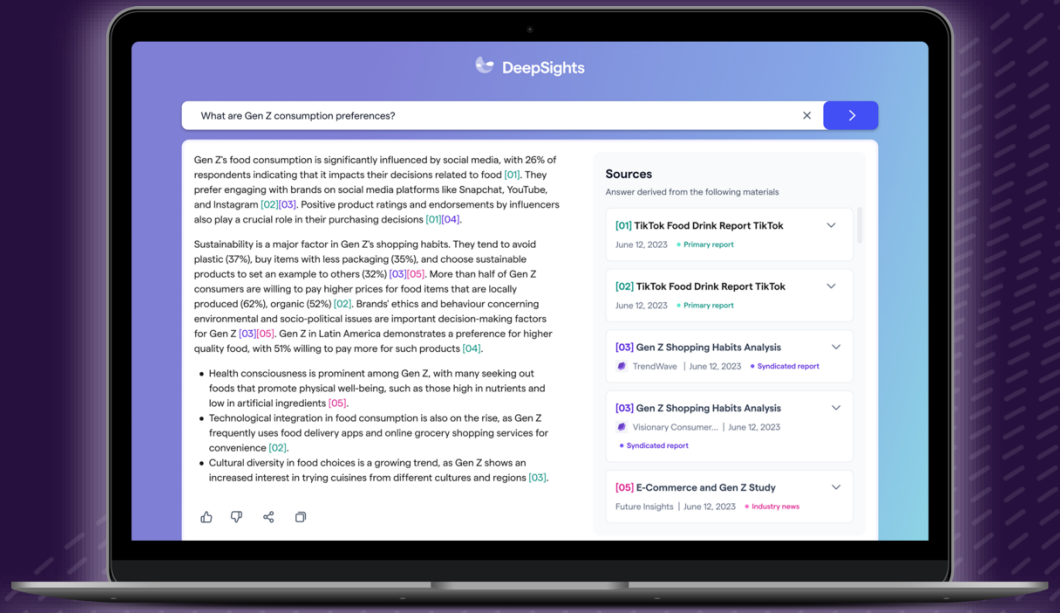
Human expertise

- Strategic Interpretation
- Business Guidance

Force multiplied with AI

- 24x7 Insights Distribution
- Situational & Automated

See DeepSights for yourself



*Visit us at **Booth 508** for a live demo*

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