



# How HP Brings Product Teams Closer to Customers and the Impact of GenAI Agents



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# Discuss = Market Intelligence on a global scale



Insights platform + services for more qual research, your way

## One Global Platform

### Do In-Depth Research

Live • Self-Paced • Uploaded

### Analyze Findings

Themes • Quotes • Sentiment  
• Charts • Highlight reels

### Leverage Genie Experience Agents

Recruit



Project



Interview



Translate



Insights

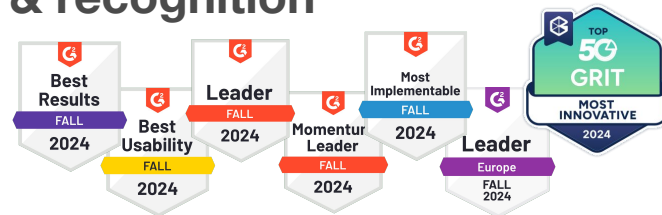


## Extensive Services

(across every project)

- Live tech support
- Project management
- Recruitment
- Screener writing
- Report writing

## Examples of global brand customers & recognition





### BY THE NUMBERS

- ✓ Revenue: \$53 billion
- ✓ Global: 170 countries
- ✓ Market Leader: #1\*



### BUSINESSES

**Computing**  
**Gaming**  
**Printing**  
**IT Services**



### COMPETITIVE ADVANTAGE

Derived from combining deep  
human understanding with  
trusted science.



### PEOPLE

58,000



\*#1 in PCs (ex-China) and Print)

# Insights to Innovation Vision



## From

**Product Centric:** Innovation based on Technology first

**Reactive:** Customer feedback late in the innovation process

**Distant:** Product teams viewing reports or back room interviews



## To

**Customer Centric:** Innovation that starts with the Customer Need

**Proactive:** More discovery and needs deep dives early in the innovation process

**Immersive:** Product teams able to speak with customer and drive a dialogue themselves



# We had a wide toolkit, but had a gap in Agile tools




		PROBLEM-SOLUTION FIT		PRODUCT-MARKET FIT	
Purpose	Research Type / Source	Identifying Opportunities	Idea Generation and Prioritization	Concept Development	Concept Validation
<b>Lower Fidelity</b> Initial Sensing	<ul style="list-style-type: none"> <li>HP on HP Employee based research</li> <li>Customer Engagement Calls</li> </ul>	Sensing/ Gathering context	Supplement Idea Building	Internal UX testing	
<b>Mid-High Fidelity</b> Mid-level Depth of Understanding	<div> <b>Agile Platform:</b> <ul style="list-style-type: none"> <li>Self Moderated IDIs/Groups</li> <li>Quick simple surveys</li> </ul> </div>	Discovery	Idea Evaluation Lean Experimentation	Concept Evaluation	
<b>Highest Fidelity</b> Full Scale Projects	<ul style="list-style-type: none"> <li>Professionally Moderated IDIs/Groups</li> <li>Robust surveys with advanced analytics</li> </ul>	Deep Insight Discovery Underlying motivation and need gaps <i>(using implicit techniques)</i>	Idea Evaluation  Idea Ranking <i>(advanced analytics like max-diff)</i>	Concept Evaluation with drivers analyses	Concept Validation with forecasting

*\*Illustrative--Only a few examples provided*

# The vetting process



## Finding the right partner for non-researchers

		Alternative 1	Alternative 2
Cost Effective	✓	✓	
Fast	✓	✓	✓
Global	✓		✓
Support Team of Humans	✓		✓
AI Tools for Efficiency	✓	✓	
Innovative roadmap	✓		✓



# In 2024

**32**

Consumers engaged per quarter

**23**

From HP engaged per quarter

**7**

Days to insights with niche audience

# Utilizing AI to help in the Research Process



## Theme 3: Customer Service and Skills

The interviewees collectively highlight the critical importance of strong customer service skills in the hospitality industry, emphasizing patience, effective communication, and adaptability. They stress the need for a welcoming attitude, attention to detail, and the ability to handle unexpected situations and complaints to enhance guest satisfaction and reviews. Additionally, they underscore the significance of teamwork, problem-solving, and managing expectations to ensure positive interactions with guests.

### Collapse Summary

- Social skills are crucial for interacting with guests and handling their requests.
- Quick evaluation of situations and patience are crucial skills for handling tricky situations with guests.
- Training staff to engage with guests and provide excellent service is a priority.
- Adaptability is needed to manage unexpected changes in event schedules and guest needs.
- Finding answers for guests is crucial, even if the answer is not immediately known.
- Customer service is a critical component of the front desk manager role, requiring patience and effective communication.
- Teamwork is essential for managing both staff and guest interactions.
- Managing guest expectations and complaints is a key part of the role.



## Saves time and effort for faster, agile insights

- Quickly get overview summary of interviews
- Dig deeper into key themes with relevant quotes
- Answers to our key questions



you have to be social. You have to expect the unexpected because there's gonna be times where everything is gonna seem smooth sailing, but there may be a spanner in the works where all of a sudden, you might have to, you know, adjust on a fly.

Dave • ID 392333

Details

Copy

▶ Play



The skills I tell them to have is how to evaluate the situation quickly and try your best to accommodate our our guest's need. Because sometimes we do have tricky situations and, you know, you need to figure out the quickest solution because mostly they are impatient.

Sunny • ID 675098

Details

Copy

▶ Play

# We were able to inform new pipeline with a greater depth of understanding through IDIs run on Discuss



## Senior Sales Manager



### Devices Used

- Laptop (primary device that is taken wherever they go)
- Always connected to building app or their phone/laptop
- Used for communication (messaging, calling, emailing)
- Used for analyzing data (reports and reports with Excel, SAP, or other specific embedded/report)
- Used for tracking expenses (ie. Expensefy)
- Used for meeting and giving presentations to larger groups of people
- Phone
- Used for communication (messaging, calling, emailing) larger events are better taken care of on the PC
- Tablet (occasionally)
- Used as an additional device for browsing but not often
- Consistent for networking, but not currently well integrated into workflow
- Monitor (often multiple)
- Connected to PC when at the desk to work more efficiently

### Mobility

- Take about 30% of the time for planning and meeting work
- Meets customers in person (though depends on size of territory and team on how often the manager personally travels)
- Takes calls in the car
- Saves files on the cloud so they are accessible on multiple devices
- "Because of on the go needs, I actively design a lightweight laptop that is good for traveling."

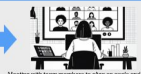


## Day in the Life



Looking through the latest reports generated weekly and making the reports based on any patterns (reports are usually created by analysts, who make the information more accessible)

Security software being installed for the forecasting cycle



Meeting with team members to sign on goals and check in on any issues happening



Building from previous reports and support business initiatives and account planning



Meeting with customer and distributors in person to build relationships and training top of mind of product

Reviewing the latest reports and making the reports based on any patterns (reports are usually created by analysts, who make the information more accessible)



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\*Note: Ports of the work flow. See analyzing reports, can be made more efficient with AI, but has not been used at all

## Pain Points

### Hardware

- Even though PC is seen as satisfactory, slow performance, required updates, and overheating are issues being encountered, issues are often tied to Microsoft/software instead of the hardware brand
- Laptop screens are often too small for the large amounts of data and reports to analyze, and there isn't always room at the desk for additional monitors
- A stable internet connectivity is not always easy to find, which is a challenge whenever they need to stay connected on a call or send/access online material

### Software

- Due to needing to collaborate with a variety of internal and external people, there are a large variety of communication channels used (ex. Outlook, Teams, Zoom, Google Meet, WhatsApp, etc.) and can feel overwhelming

### Job Role

- Especially after the COVID pandemic, more customers are willing to meet virtually. This increases the range of working hours as they are now expected to meet at early/late hours of the day to talk to customers
- Sales often relies on materials from other departments, but not all materials are optimized for sales to use (ex. marketing images are too large to attach to a PDF)

## 14" Laptop PC

### 14" Touch Screen Display

- WUXGA resolution
- LCD display panel
- Low blue light panels for reduced eye strain
- TÜV certified
- On a flexible 180-degree hinge with 360-degree option

### Ready for AI Work on the PC

- Intel® Core Ultra 5 and 7 (Series 2)
- Up to 48 TOPS NPU
- CoPilot+ PC

### Built-in AI Software

- AI video conferencing experiences
- Personal AI assistant application

### Advanced Sound System

- Dual microphones for more sound processing
- Dual speakers

Left Ports: HDMI 2.1, 2x USB4 Type-C 40Gbps, 3.5mm audio/mic jack combo

### High Resolution Camera

- 5MP IR
- AI sensor for use with camera apps
- 88-degree wide Field of View

### Full Stack Security

- Built-in security package protects firmware, BIOS, & OS
- Built-in physical camera shutter
- Integrated privacy screen
- Fingerprint sensor on power button

### 5G connectivity

Right Ports: Nano SIM slot, USB Type-C 10Gbps, USB Type-A 5Gbps, K-lock slot

Programmable key for custom needs

Quick key for Microsoft CoPilot

### Sustainability

- 90% recycled magnesium in the cover
- 100% recycled or certified sustainable sourced packaging

Lightweight & Thin: 2.60 lbs / 1.18 kgs; 17.55mm when folded

### Battery Life (68Whr)

- 8-9 hours of continual video calling

Blue color option

CONTENT UNDER NDA

# The Market Insights 'From > To' Shift

From

A less 'in-depth' focus (quant)

Reliance on 3rd party support  
(travel agency approach)

No ownership of and difficulty  
sharing insights across teams

>

To

Instant access to current  
perceptions across target audiences

Tech-forward market insights  
(AI Agent approach)

One global market insights hub



# Examples of Brands using Discuss for Market Insights



**Product testing via media uploads from on-site sessions**

*Shrinking time to insights by over 50%, decreasing time-to-market with new products*



Unilever

**ecommerce buying journeys**

*24% uplift in ecommerce sales for Dove based on UX research*



**Bartenders perceptions**

*"I realized how different his answers were from what the quant research! People answer differently to an anonymous survey than in live interviews."*



**Uncover how medicare impacts their consumers**

*"Discuss empowered sales teams to truly connect with Medicare Advantage consumers—going beyond numbers and charts to see the real stories."*



**Global perceptions around credit card related services**

*Cut time in half to strategic insights in addition to Discuss being their most budget friendly option for Market Insights.*

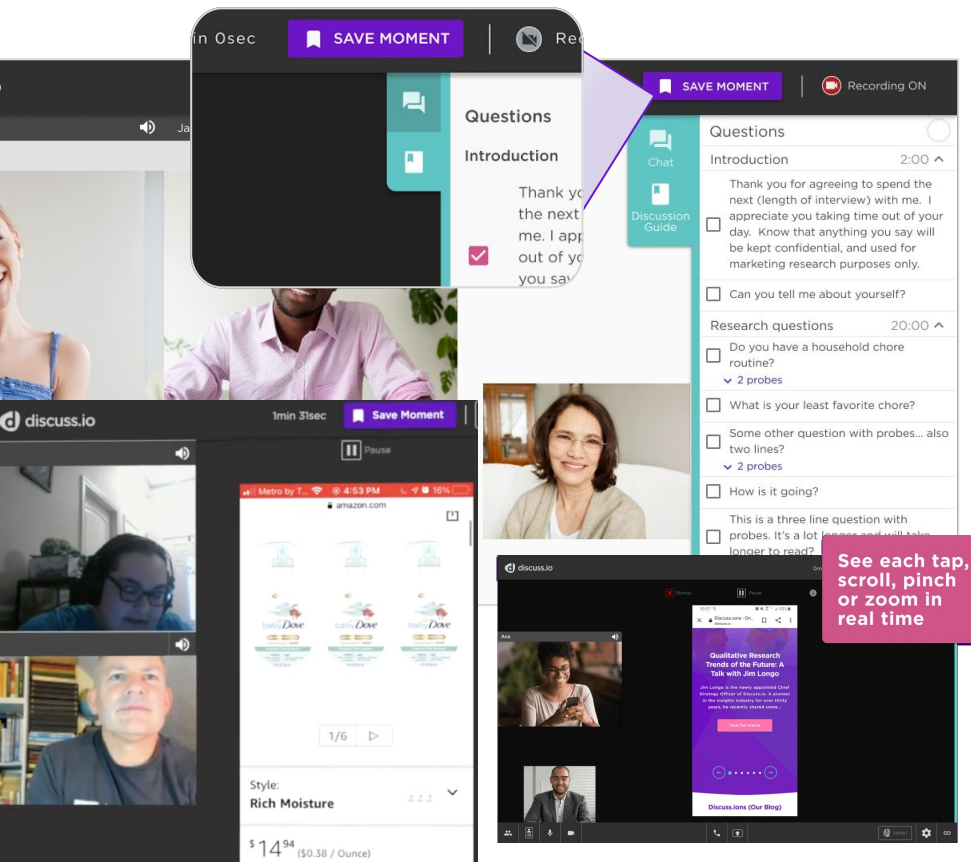


**Capture UX and sentiment around new prototypes**

*"Discuss enabled our brand, product, & CX teams to talk customers in a way that we couldn't before when using platforms like Zoom or Teams."*

# Virtual live qual that's better than in-person

Concept testing, message dev, consumer connects, and more



## With Live Moderated:

- Save key moments in a click
- Create highlight reels in the platform
- Interactive discussion guide
- Enable an unparalleled observer UX
- Whiteboarding and stim sharing
- Mobile screen sharing
- Organize key takeaways
- Auto-transcription and subtitles

## Impact example:

Unilever saw a 24% uplift in ecommerce sales for Dove based on UX research



# Instant insights for your research questions

## Insights Agent



SUMMARY RECORDINGS HIGHLIGHT REELS TAGS POLL RESULTS

Summary 1

Your Questions Themes Overview

Download Change this Summary

**Download Everything**  
Downloads the entire summary including Your Questions, Themes and Overview and includes all related quotes

**Your Questions Only**  
Downloads all the content under the Your Questions tab, including all related quotes

**Themes Only**  
Downloads all the content under the Themes tab, including all related quotes

**Overview Only**  
Downloads all the content under the Overview tab

**Question 1: What factors are important when choosing a laundry detergent?**  
The respondents highlighted several factors that influence their choice of laundry detergent. These include fragrances, eco-friendliness, packaging, brand reliability, and cost-effectiveness. One respondent mentioned skin and prefer detergents that are gentle and fragrance-free. They also emphasized the importance of avoiding thick plastic bottles. Another respondent mentioned that they prefer using hypoallergenic detergent to buy from brands they trust, like Tide, due to its global recognition and reliability. Cost and convenience role, with respondents often purchasing from stores like Costco for bulk buying and better deals.

**Related Quotes**

I have pretty sensitive skin. I'm sensitive to, like, fragrances. So we do try to get, like, more gentle, I guess, laundry detergent.  
Lucy • Eco-Friendly Shopper Focus Group - Canada  
Details Copy Play

I actually don't like to get the laundry detergent that comes in the, like, thick plastic again. Because of the thick plastic bottle.  
Kate • Eco-Friendly Shopper Focus Group - Canada  
Details Copy Play

I use a hypoallergenic one, something that's, like, infant friendly. So I buy a different laundry detergent for him, Dreft.  
Kelly • Eco-Friendly Shopper Focus Group - USA  
Details Copy Play

Tide is a brand that I definitely resonate with. It's something that I've just seen. It's a global brand. I know that it does pretty well.  
Nandini • Budget-Friendly Shopper Focus Group - USA  
Details Copy Play

I try to go towards, like, the eco-friendly packaging, but I could probably definitely follow through better in that aspect.  
Nandini • Budget-Friendly Shopper Focus Group - USA  
Details Copy Play

Collapse Summary

### Top Down Summary

Recaps and quotes specific to each Discussion Guide question + any question you ask Genie for assistance with

### Bottoms Up Summary

Key themes, w/quotes specific to each auto generated, driven from the chosen interviews

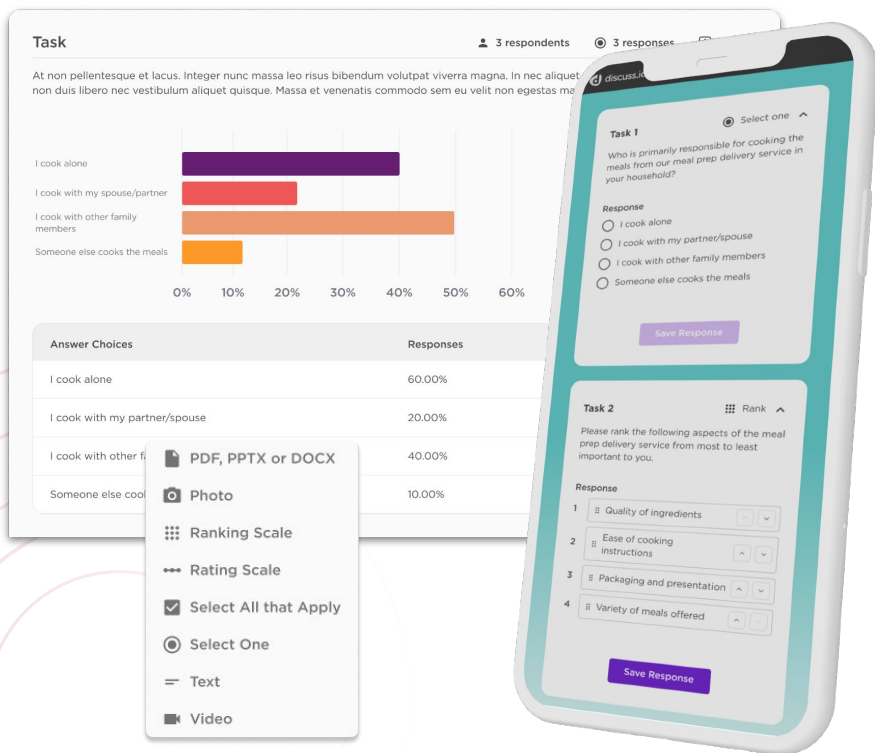
Easy to save, download, copy, & share summaries

### Macro-level Summary

~1 page summary providing a zoomed-out view of the feedback

# Self-Paced Unmoderated Research

In-home usage testing, unboxing, shopalongs & more



## With Auto-Moderation:

- Snackable insights - by task or respondent
- One click to add to highlight reels
- Instant translation to English, if needed
- The experience is part of your hub
- Global recruiting included
- Analyze insights instantly with GenAI

## Impact example:

Key element to Reckitt's largest US launch of a brand in the company's history

# Always-on audience feedback at scale

## Interview Agent



### Task 1

🔊 Audio Response



Can you describe a recent experience you had using our product or service? What stood out to you the most?



*I've been enjoying how easy it is to...*



### Task 1 AI Probe

🔊 Audio Response



You mentioned how easy it was to use. Can you elaborate on why that aspect was important to you and how it influenced your overall experience?

GenAI is asking questions and probing respondents in real-time

- No dedicated time required for interviews
- Better, larger pool of respondents - complete questions on their schedule
- Intelligent engagement
- In-depth feedback at the speed of quant

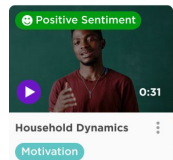


# Instant insights for your research questions

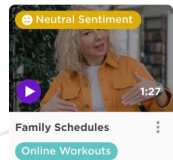
## Insights Agent



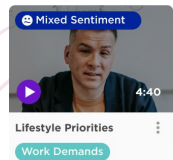
### Activity 1: 34 responses



### Activity 2: 41 responses



### Activity 3: 53 responses



#### Question 1: How frequently do you exercise during the week?

The frequency of exercise among individuals reflects a mix of consistent habits and adaptable approaches shaped by personal goals, household dynamics, and lifestyle demands. Many individuals maintain a regular workout routine, engaging in physical activity three to five times per week or more. This consistency is often driven by specific goals such as improving fitness, reducing stress, or preparing for events. Regular exercisers tend to incorporate workouts into their daily schedules, treating them as an essential part of their routine.

#### Collapse Summary

#### Key Takeaways

- Consistent Routine:**  
The participants make exercise a regular part of their lives, integrating it into their schedules on most days of the week. This commitment is often driven by fitness goals such as training for specific events, improving overall health, building strength, or maintaining an active lifestyle. For these individuals, exercise is not only about physical benefits but also about mental clarity, stress relief, and establishing a sense of discipline. Daily activities, even if brief, are a priority for this group, with many opting for shorter, high-impact workouts on busier days to ensure consistency.

#### Related Quotes

I've made it a non-negotiable part of my day to work out at least three times a week. Whether it's a morning yoga class, a gym session after lunch, or even just a long walk, I always try to fit something in. It helps me stay focused and keeps my energy up, no matter how busy things get.

[ Health-Conscious Seniors ] • [ Routine and Habits ] • Video Task

Details Copy Play

I try to go to the gym at least four times a week. It's not always easy with work, but I feel better when I keep it consistent.

[ Busy Professionals ] • [ Scheduling ] • Text Task

Details Copy Play

Since having kids, exercise has become more of a family thing. We'll go biking or play soccer at the park on weekends. It's not just about staying active for me anymore—it's about setting a good example for them, too.

[ Active Parents ] • [ Family Support ] • Text Task

Details Copy Play

#### 2. Influence of Household Dynamics:

Shared fitness goals or encouragement from family members or roommates can significantly increase exercise frequency. Having a supportive environment creates a sense of accountability and motivation, often making workouts feel less like a chore and more like a shared experience. This dynamic not only fosters consistency but also strengthens personal relationships, as exercising together becomes a way to bond and achieve mutual goals.

#### Related Quotes

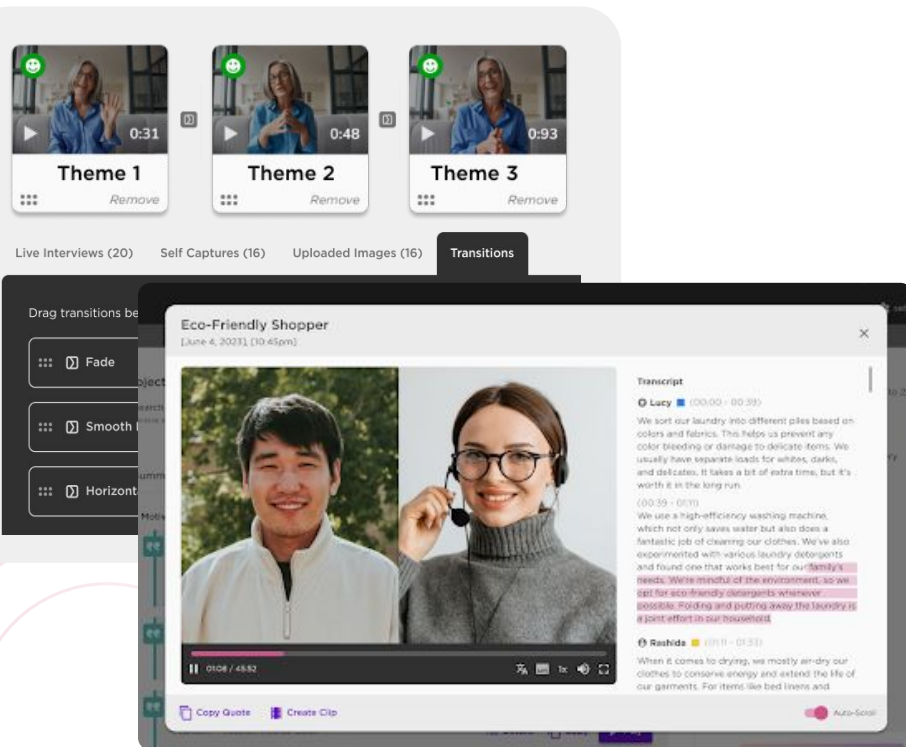
GenAI is analyzing the research on your behalf

- Ask questions, get targeted summary insights
- Display relevant quotes
- Create highlight reels and extract quotes 10x easier
- Ask questions across activities and segments

# Off-Platform Research

Pre-campaign development, global launches, and more

**Past:** Video & audio files scattered across hard drives and tech



## With Discuss:

- Create central repository for global research
- Automatically transcribe video or audio
- Easily search and create clips
- Leverage generative AI to uncover insights
- Create highlight reels in the platform

## Impact example:

P&G took hundreds of hours of expensive in-person research, brought it into Discuss and democratized key insights across teams

# Understand audiences across the globe

## Translate Agent



El mensaje realmente resuena conmigo. Se siente auténtico y está alineado con lo que me importa.

GenAI is automatically transcribing, translating, and adding subtitles.

- Transcription in 100+ markets
- Instant AI translation to English
- Subtitles for global understanding
- Share with global teams

# Thank you!

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- Scan the QR Code
- Visit **booth 616** for our live drawing at **3:00 PM** today!

