GetWhy

The End of Traditional Research
The Rise of Agentic AI

Quirks, LA / Feb 27, 2025

GetWhy

Former professional soccer player

10+ years in insights

Raised $70M to build AI Insights

Agentic AI: Currently produce more than 1200 30-minute consumer video interviews a week and 2500+ best-in-class insights

20 months to onboard

130+ leading consumer brands

IKEA

MARS

COTY
SINCE 1904

Coca-Cola

Heineken

ebay

Unilever

Co-founder & CEO

Casper Henningsen

The Golden Era of Insights

⊗ The Problems

- **C-Suite Disconnect:** CEOs and executives feel further from their customers than ever

- **ROI is Declining:** Marketing, product & innovation returns are at historic lows

- **"Do More With Less":** Insights teams are being centralized, squeezed or cut – ultimately moving further from being a true commercial partner

⊕ The AI Revolution

- **Closing the Gap:** Agency-level insights can be affordably delivered at the speed of work, deepening connection to the customer

- **Real Impact:** With advancements in technology, AI-driven solutions are finally ready to deliver real ROI

- **The Opportunity:** Transforming insights from a function to an integrated capability
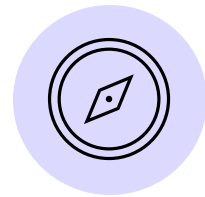
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The transformation

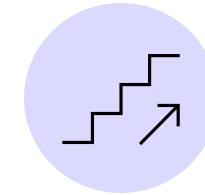# Building at three levels

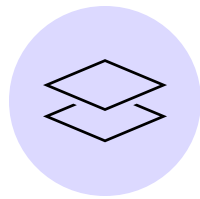A turning point for the industry
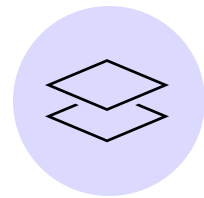
Solution Design

Reorienting Insights

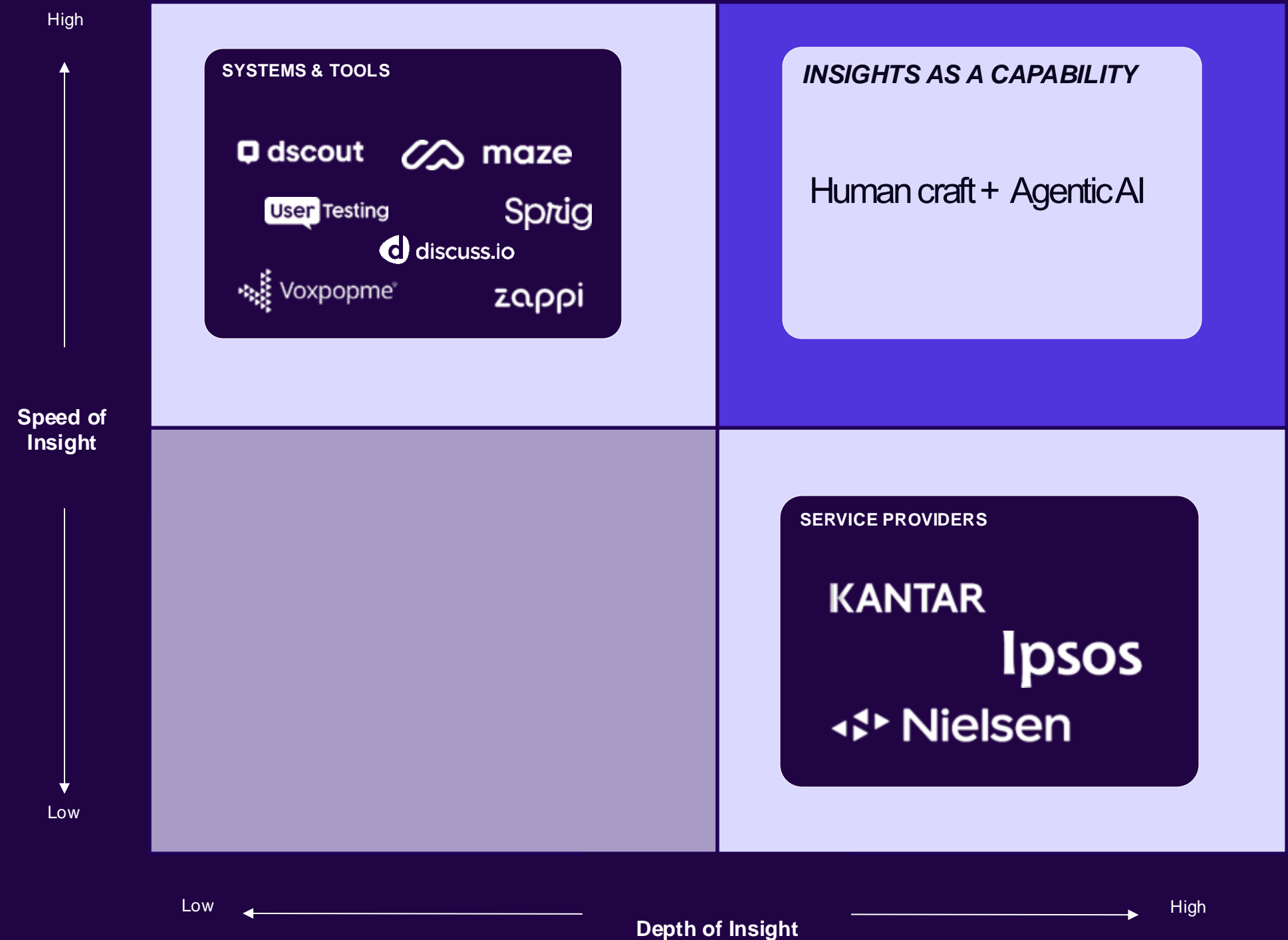Rebuilding bottom-up

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A Winning Solution Design

✳ **Service Providers:** *High-quality, built for decision making, but too slow to matter*

✳ **Systems & Tools:** *Have the speed to matter but lack the depth and scalability to drive actions*

✳ **IaaC:** *Agency like insights at the speed of business and the scale to drive thousands of outcomes*

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High

Speed of Insight

Low

SYSTEMS & TOOLS

dscout   maze

User Testing   Sprig

discuss.io

Voxpopme   zappi

INSIGHTS AS A CAPABILITY

Human craft + Agentic AI

SERVICE PROVIDERS

KANTAR

Ipsos

Nielsen
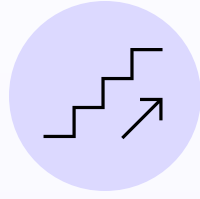
Low   Depth of Insight   High

A Reorientation of Insights

Insights teams

✳ Over-indexed methods

✳ Planning and processes

✳ Stops with the report

✳ Producing "what" data

Users of insights

✳ Simply don't care

✳ Want to be empowered to take action

✳ Only care about outcomes

✳ A need to understand the "why" to fuel the "how"

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Rebuilding Insights Bottom-Up

The four main challenges

THE CHALLENGE OF
Speed

————

Business Moves Fast.
Insights Must Move Faster.

THE CHALLENGE OF
Quality Control

————

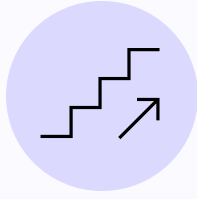Bad Data Leads to Bad
Decisions.

THE CHALLENGE OF
Empathy

————

Numbers Alone Can't Tell the
Full Human Story.

THE CHALLENGE OF
Scale

————

Insights Must Be An Integrated
Capability – Operating at the
Speed of Work

"An insight that arrives too late is no insight at all - it's just noise"

THE CHALLENGE OF
Speed
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Full Human Story.

THE CHALLENGE OF
Scale
———
Insights Must Be An Integrated
Capability – Operating at the
Speed of Work

"50% of traditional research data is unreliable."

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Insights Must Be An Integrated
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Speed of Work

"Data doesn't spark creativity - human stories do.

Insights must drive action to be relevant"

THE CHALLENGE OF
Speed

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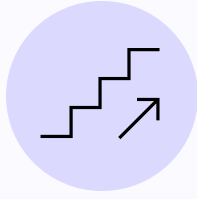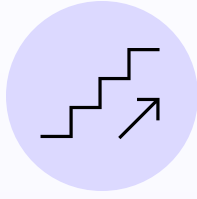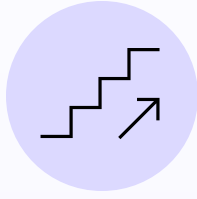
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Insights Must Be An Integrated Capability – Operating at the Speed of Work

"Insights is boxed as a function with limited distribution"

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The End Of Traditional Research

The Rise of Agentic

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"Building Agentic AI wasn't a leap - it was a methodical climb"

How we built our Agentic AI

Map workflows of top
researchers

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"Building Agentic AI wasn't a leap - it was a methodical climb"

How we built our Agentic AI

Define success of customers

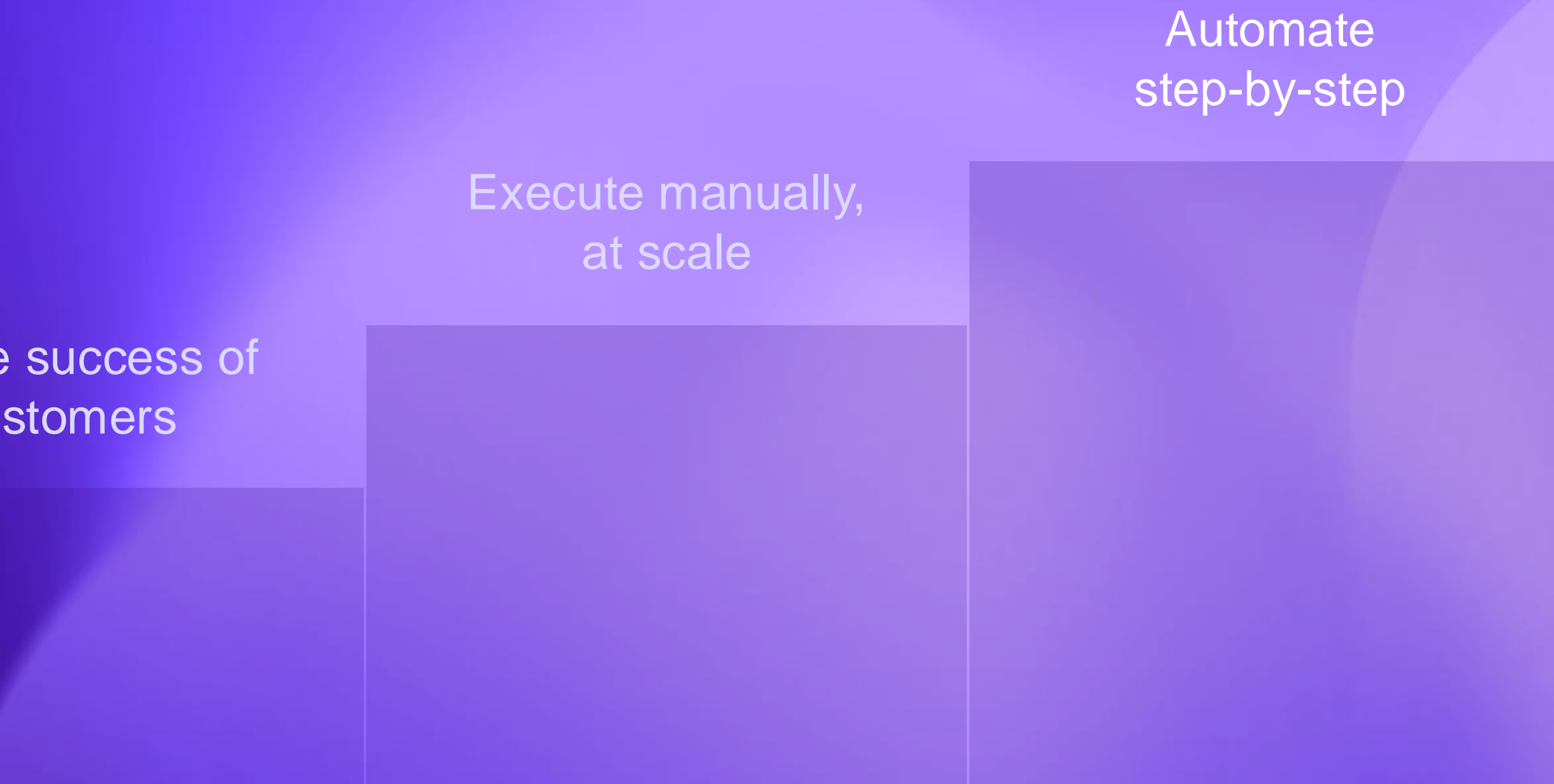Map workflows of top researchers

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"Building Agentic AI wasn't a leap - it was a methodical climb"
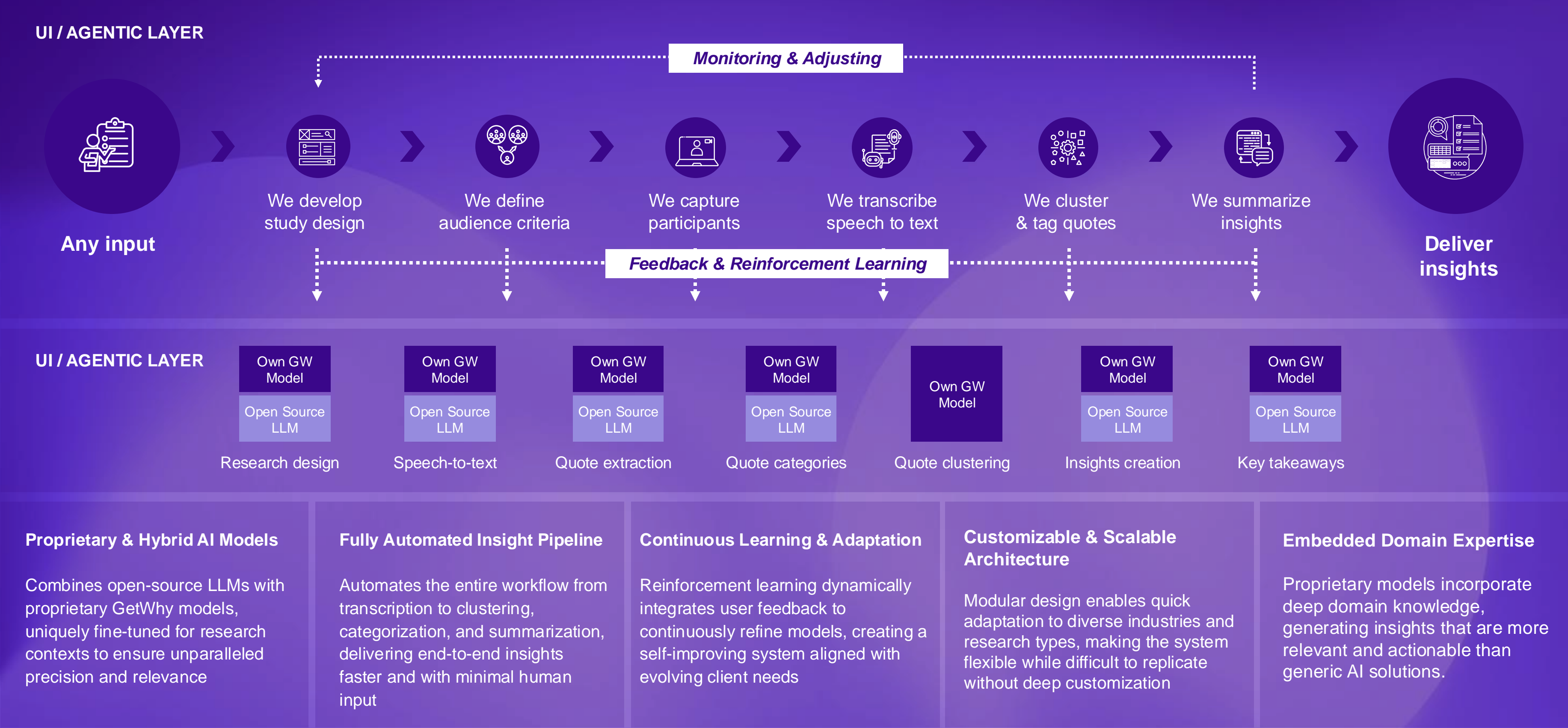
How we built our Agentic AI

Automate
step-by-step

Execute manually,
at scale

e success of
stomers

GetWhy

Marketecture

UI / AGENTIC LAYER

Monitoring & Adjusting

Any input → We develop study design → We define audience criteria → We capture participants → We transcribe speech to text → We cluster & tag quotes → We summarize insights → **Deliver insights**

Feedback & Reinforcement Learning

UI / AGENTIC LAYER

Own GW Model / Open Source LLM	Own GW Model / Open Source LLM	Own GW Model / Open Source LLM	Own GW Model / Open Source LLM	Own GW Model	Own GW Model / Open Source LLM	Own GW Model / Open Source LLM
Research design	Speech-to-text	Quote extraction	Quote categories	Quote clustering	Insights creation	Key takeaways

Proprietary & Hybrid AI Models

Combines open-source LLMs with proprietary GetWhy models, uniquely fine-tuned for research contexts to ensure unparalleled precision and relevance

Fully Automated Insight Pipeline

Automates the entire workflow from transcription to clustering, categorization, and summarization, delivering end-to-end insights faster and with minimal human input

Continuous Learning & Adaptation

Reinforcement learning dynamically integrates user feedback to continuously refine models, creating a self-improving system aligned with evolving client needs

Customizable & Scalable Architecture

Modular design enables quick adaptation to diverse industries and research types, making the system flexible while difficult to replicate without deep customization

Embedded Domain Expertise

Proprietary models incorporate deep domain knowledge, generating insights that are more relevant and actionable than generic AI solutions.

"Building Agentic AI wasn't a leap - it was a methodical climb"
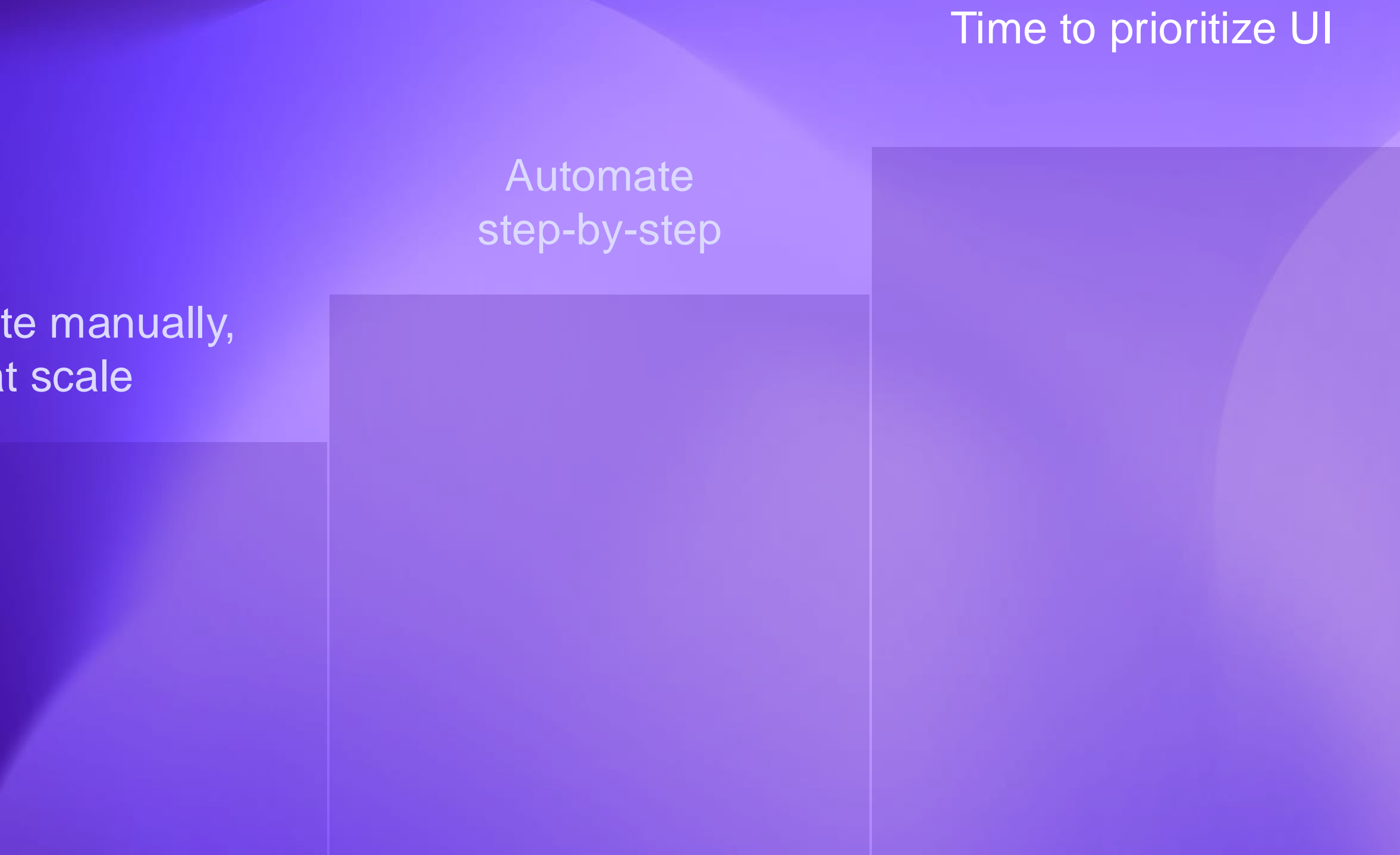
How we built our Agentic AI

Time to prioritize UI

Automate
step-by-step

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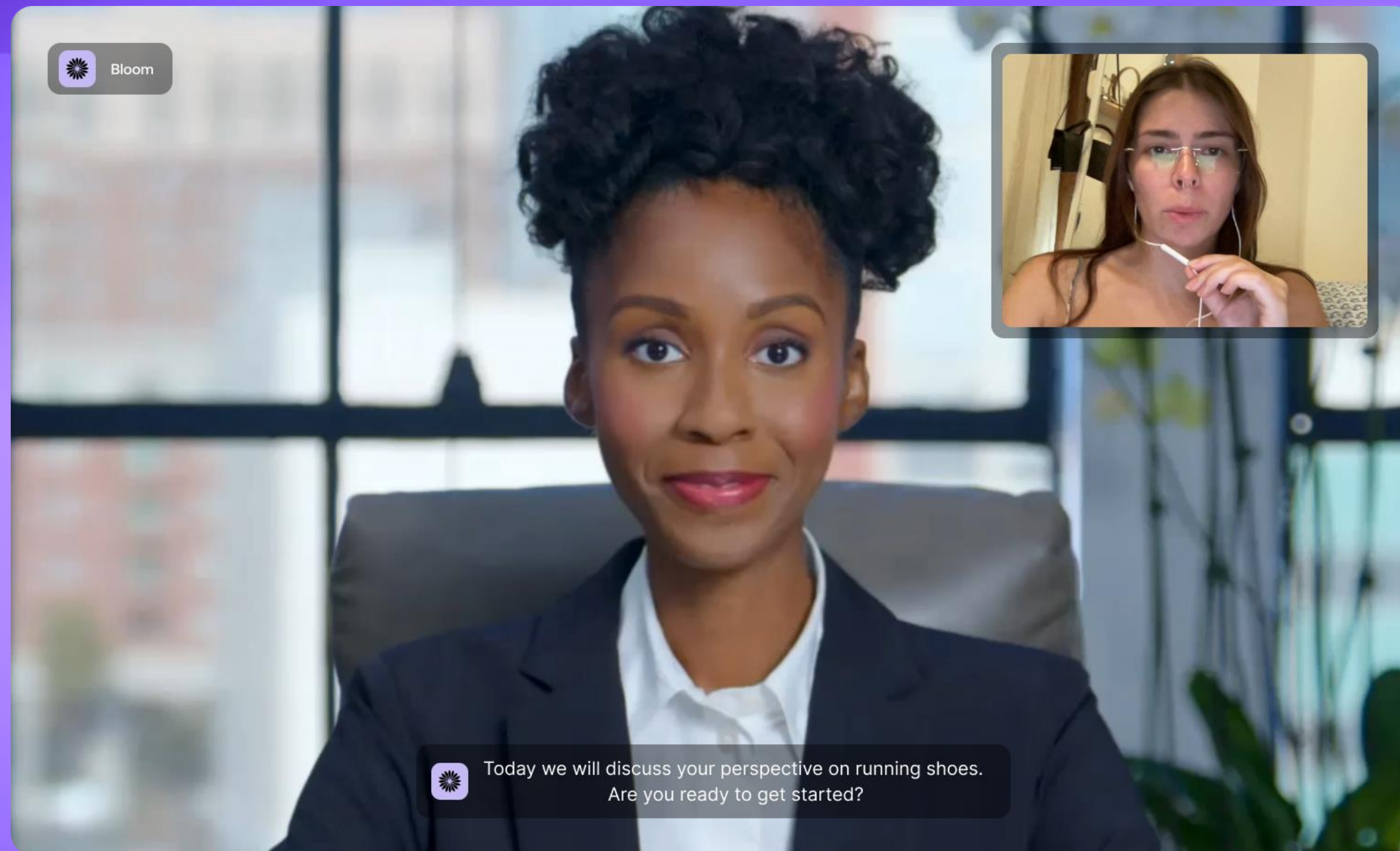# How we built our Agentic AI

...e to prioritize UI

It's the key to unlocking broader applications and better user fit.

GetWhy

Meet the worlds most sophisticated Research Agent

Bloom

Today we will discuss your perspective on running shoes. Are you ready to get started?

GetWhy

We combine the best of human 'craft' with a new ai capability to deliver high quality insights fast

Monitoring & Adjusting

Any input → We develop study design → We define audience criteria → We capture participants → We transcribe speech to text → We cluster & tag quotes → We summarize insights → **Deliver insights**

Feedback & Reinforcement Learning
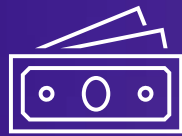
GetWhy

20 months in and already delivering transformative results – just getting started
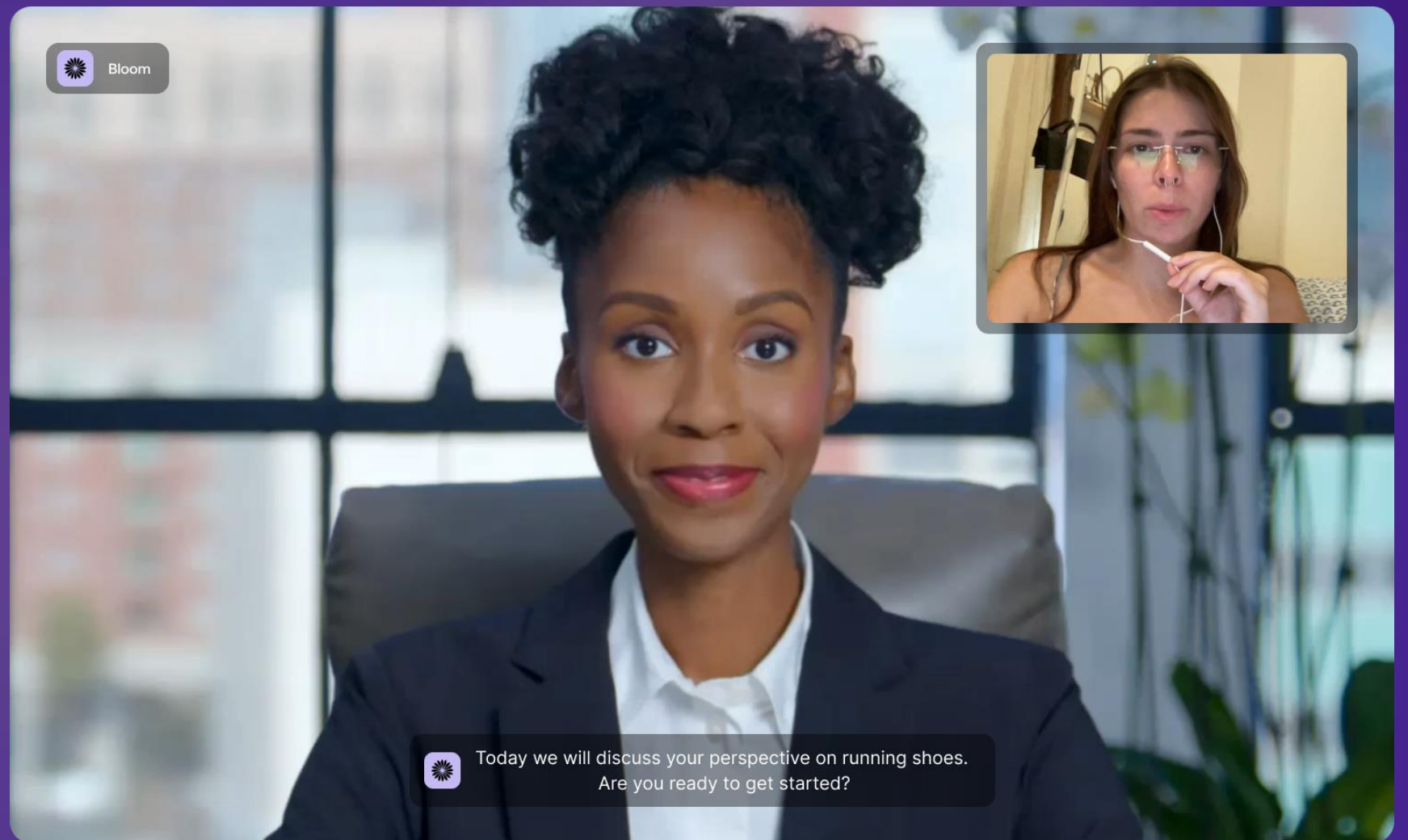
From brief to real human insights

100x faster

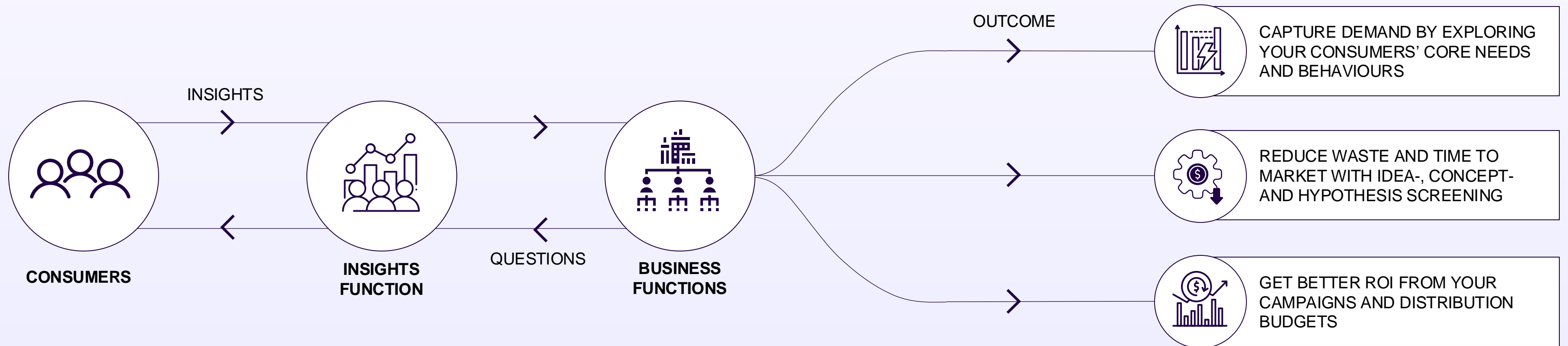10x more cost efficient

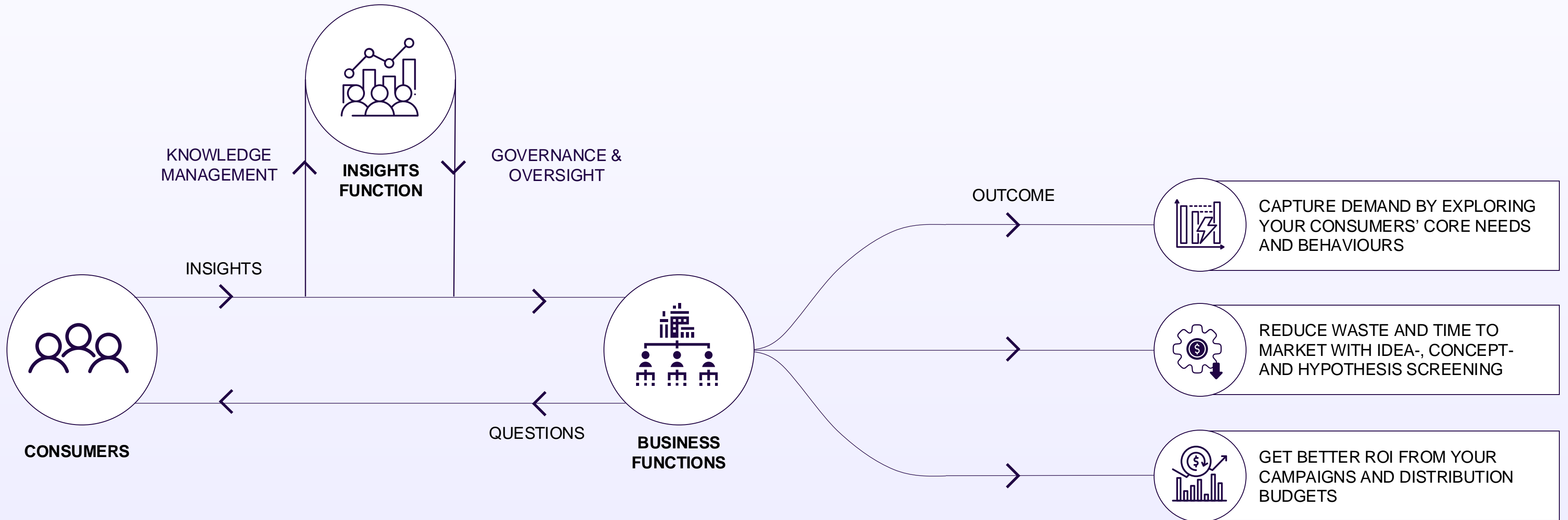Video interview-based format

Quality on par with human craftmanship

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Insights as a capability

Today insights is boxed as a function

OUTCOME

CAPTURE DEMAND BY EXPLORING YOUR CONSUMERS' CORE NEEDS AND BEHAVIOURS

INSIGHTS

REDUCE WASTE AND TIME TO MARKET WITH IDEA-, CONCEPT- AND HYPOTHESIS SCREENING

CONSUMERS

INSIGHTS FUNCTION

QUESTIONS

BUSINESS FUNCTIONS

GET BETTER ROI FROM YOUR CAMPAIGNS AND DISTRIBUTION BUDGETS
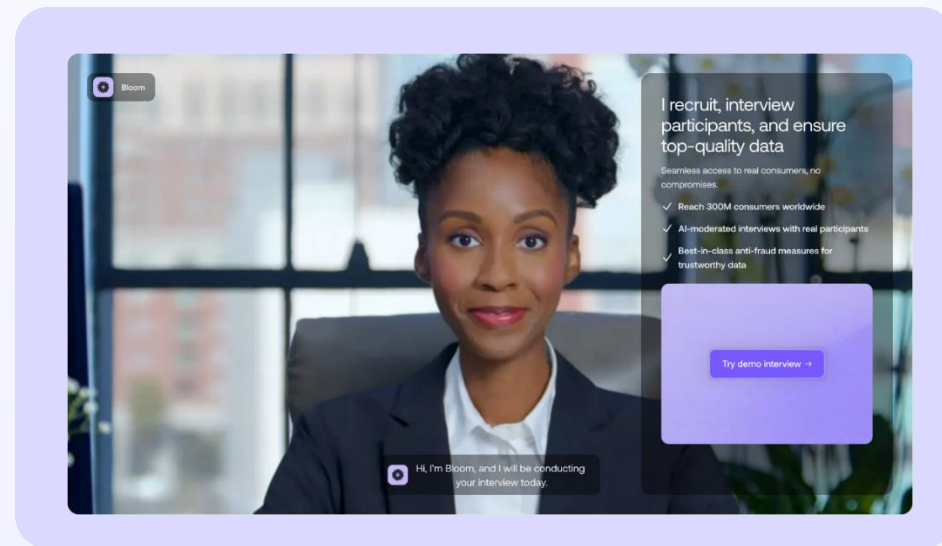
GetWhy

Tomorrow insights will become an integrated capability
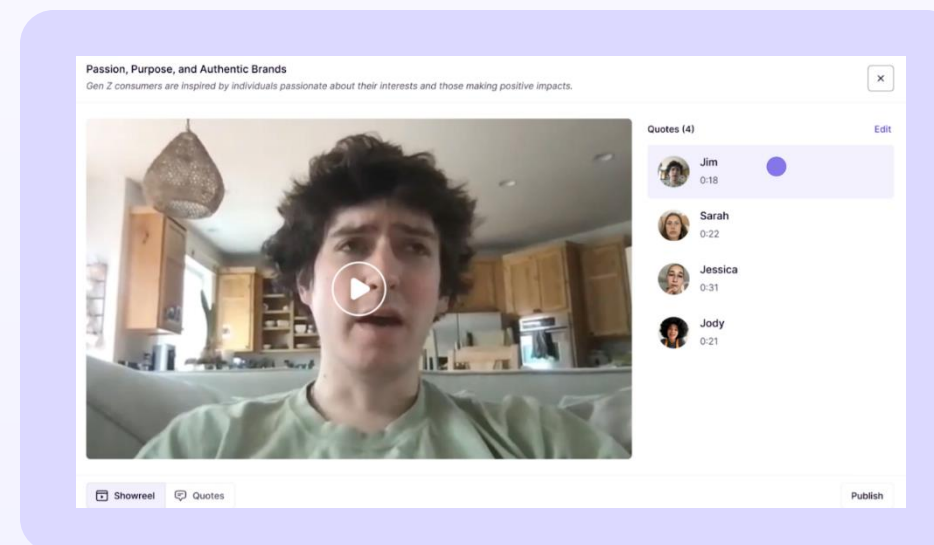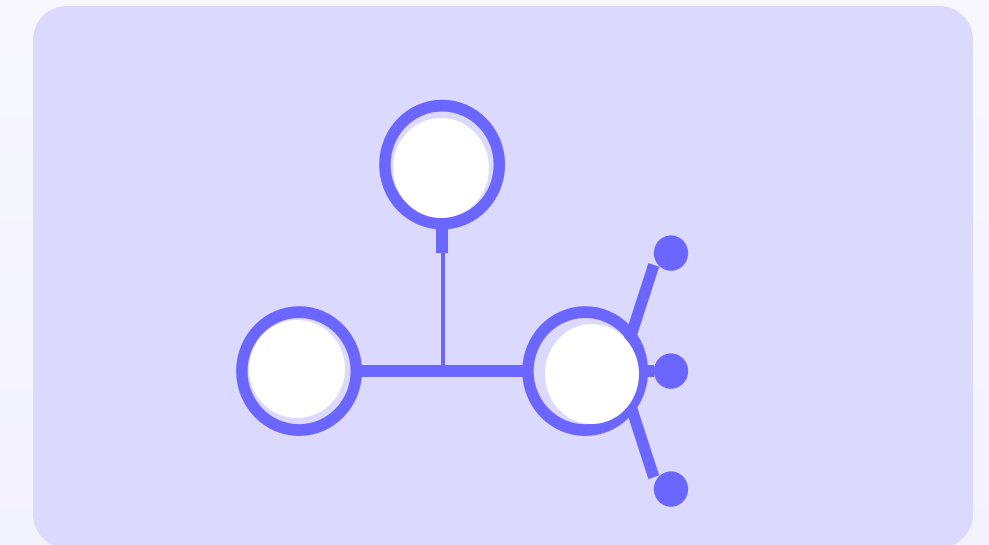
Turning AI Into a Competitive Edge

Agentic AI: Insights as an integrated capability
+ human expertise

Runs 30-40 consumer video interviews a day globally and produce best-in-class consumer insights.

Injecting 1-2 agency level insights – a day!

Deploying highly bespoke consumer insights and quality recommendations to core business units every single day.

Integrated into 6 different workflows across product, innovation and marketing

For campaign development, concept validation, value propositions and more to improve outcomes.

GetWhy

The Golden Era of Insights

GetWhy

Closing the Gap

Agency-level insights can be affordably delivered at the speed of work, deepening connection to the customer.

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Real Impact

With advancements in technology, AI-driven solutions are finally ready to deliver real ROI.

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The Opportunity

Transforming insights from a function to an integrated capability.

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