



knit[®]

T-Mobile[™]

The AI-Native Agency Model: How T-Mobile is Running Research that wasn't Possible Before

QUIRKS CHICAGO 2026

Today's Speakers



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& CEO



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and Insights



The T-Mobile Insights Team

- Enterprise consumer insights function
- Internal consultants across the org
- Research informs major decisions
- Category where everyone is a prospect
- Trust, data integrity, are non-negotiable



What we were looking for...

T-Mobile had a clear bar for what an AI research partner had to deliver.

Trust & Data Integrity

Research Rigor

Genuine Partnership

Innovative Approaches

MEET KNIT

The AI-Native Research Agency.

We took the best parts of working with a traditional research agency — the rigor, the expertise, the quality you can trust — and combined them with the speed and efficiency of AI.

T-MobileMARS WRIGLEYESPNJBLamazonYouTubeNASCARH-E-BMedtronicParamountnickelodeonTHORNE

What it means to work with an AI-Native Research Agency

Researcher-Driven AI

AI handles the intelligence.
Researchers drive the judgment.
That's what turns a research engine into one you can trust.

You onboard Knit with your context.

Your past projects, methodologies, and rules inform your future outputs.

You bring any question.

Rough idea, full brief, or anything in between. Knit-led or self-kickoff.

Knit's AI runs the execution.

Scoping, questionnaire design, fielding, analysis, and reporting.

Knit's Researchers guide it with judgement.

The methodology, the judgement. What only a human can bring.

You get decision-ready insights.

Quality insights fast, a research partner to support the follow through.

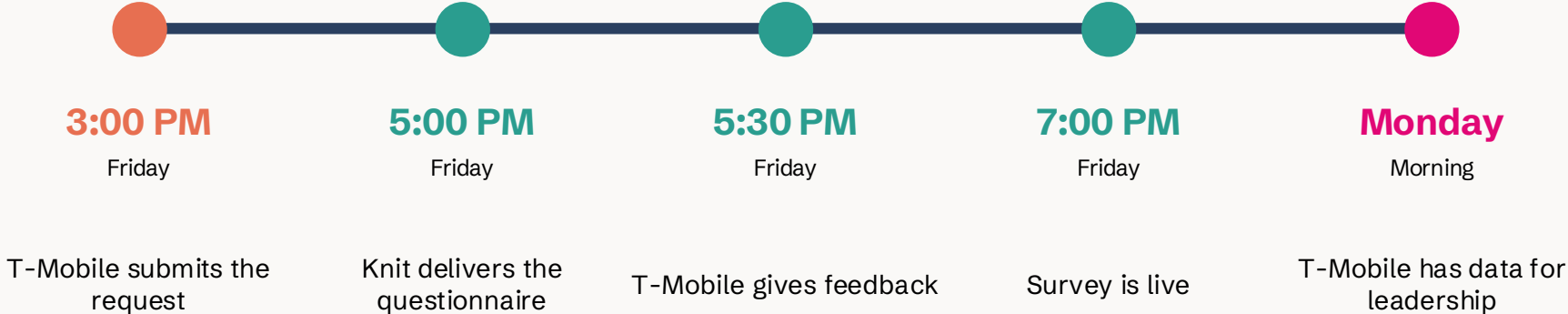
What this new model unlocks.

Faster than a traditional agency

Better rigor around research than AI tools

New ways of working that weren't possible before

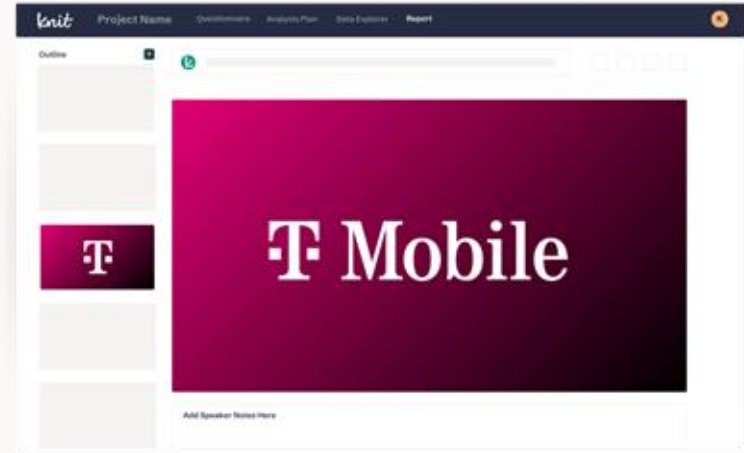
Friday afternoon fire drill. Leadership needed answers by Monday.



Beyond Just Running the Study

Carrying forward T-Mobile's Value Drivers Framework across several studies

- T-Mobile ran a study with Knit to gather foundational data.
- T-Mobile worked consultatively with Knit's researchers to build a value driver framework.
- That framework was carried forward and has since anchored multiple studies.



Exploring new research together

THE CHALLENGES

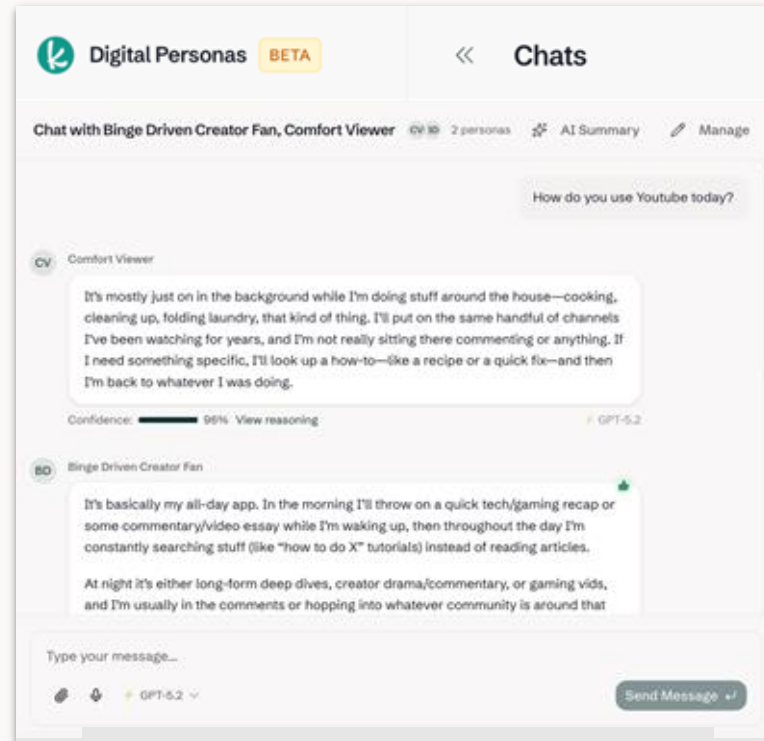
High-stakes innovations we couldn't test without risking leaks, historically went untested.

Segmentation data that needed to be upleveled and used beyond its current form.

Disparate sources of knowledge and fragmentation across internal insights teams.


THE NEW EXPERIMENT

Synthetic personas built on T-Mobile's own **proprietary segmentation data**.



Illustrative beta product sample, not T-mobile specific

What makes synthetic work for us



1

Our proprietary data

Grounded the persona work in T-Mobile proprietary data.

2

Our specific use cases

Dark projects and confidential pipelines.
Directional signal without exposing sensitive work.

3

Our augmented approach

Parallel validation, not a replacement for real thing. Still developing governance around access & use.

THE BIGGER PICTURE

AI research isn't just an efficiency play. It's a capability unlock.

The teams that figure out what a real AI research partnership looks like will be running research their competitors aren't even thinking about yet.

That's what an AI-Native Research Agency makes possible.

Faster: From fire drill to data in a weekend

Better: Research that compounds, not just reports

New: Studies that weren't possible before

Partner with Knit

Want a deeper Knit demo? Just have a question? Reach out to the Knit team anytime!

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Chat with Women's Sports Casual Fan, Women Sports Avid Fan, Sports Marketer

WEBM 3 personas AI Summary Manage

Off the top of my head, Nike—mostly because they're always tied to the players and the kits, and you see them everywhere during big tournaments.

Confidence: █████ 55% View reasoning

GP1-5.2

WS Women's Sports Casual Fan

Nike, probably — just because it's always around soccer in general and I definitely remember the jerseys and ads more than, like, the random "official partner" stuff.

Confidence: █████ 35% View reasoning

GP1-5.2

What can a sponsor of the world cup do to better capture your attention?

WS Women's Sports Casual Fan

Make it feel like part of the experience, not a lecture. If it's something useful in the moment (a simple "here's when the next big match is on" type thing) or it's tied to a highlight I'm already watching and sharing, I'll actually notice it. The generic "proud sponsor" stuff just blurs together for me.

Confidence: █████ 74% View reasoning

GP1-5.2

WS Women Sports Avid Fan

Be in it before and after the World Cup, not just during it. If you're sponsoring, I want to see you investing in the players and the pipeline year-round—training, youth programs, local clubs, real money, not vibes.

And make it easier to be a fan: better highlights, behind-the-scenes that isn't corny, watch-party support, ticket/merch drops that feel intentional. Basically, don't just slap a logo on the broadcast—do something that proves you actually value the game.

Confidence: █████ 82% View reasoning

GP1-5.2

Type your message...

GP1-5.2

Send Message