



**Don't let leaders say no:  
Master your own AI era**



# Luke Williams

EVP, Chief Customer Experience + Research Officer  
Press Ganey Forsta

*New York Times* Bestselling Author, *The Wallet Allocation Rule*





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“ “ If we have data, let's look at data.

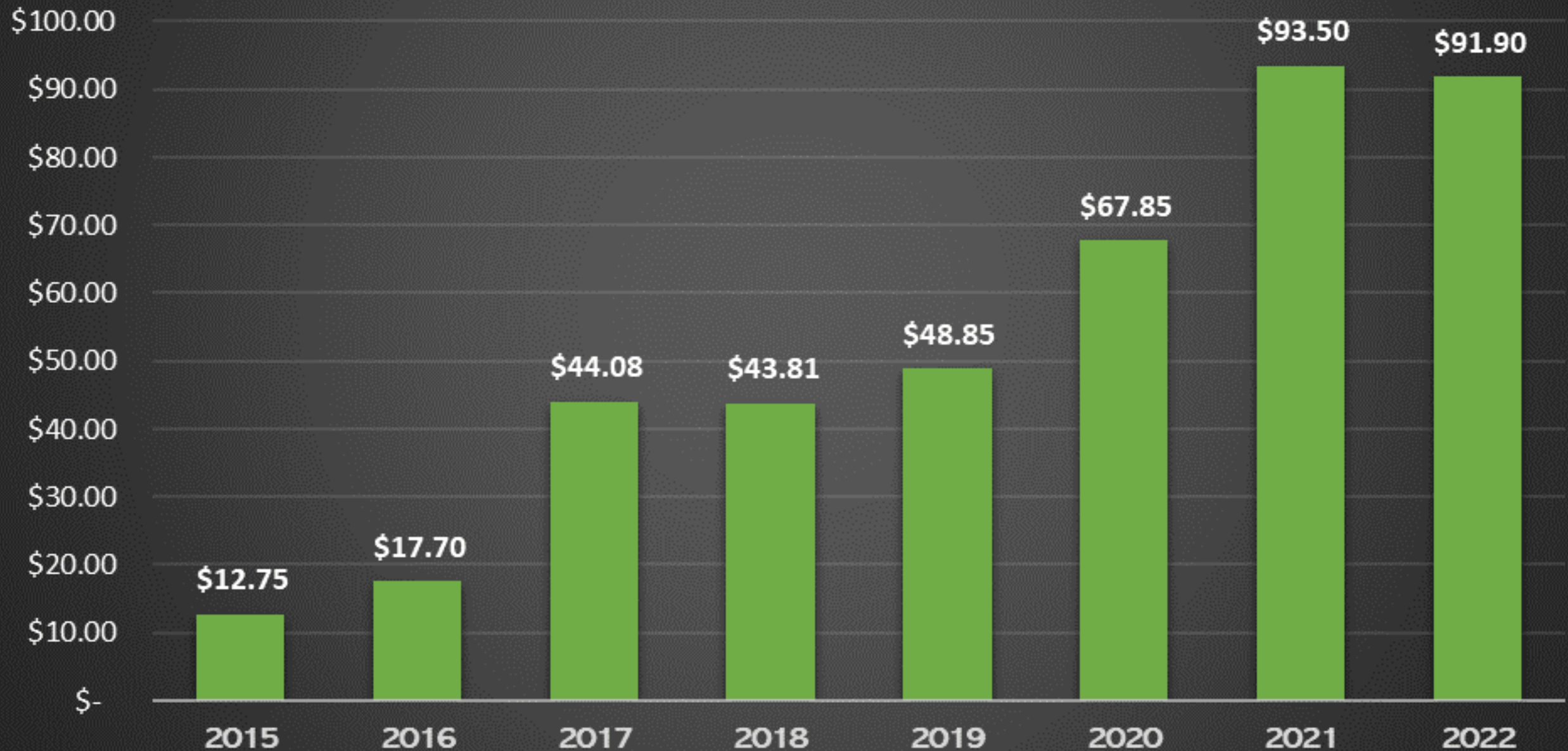
If all we have are opinions, ***let's go with mine.*** ” ”

Jim Barksdale  
Former CEO, Netscape

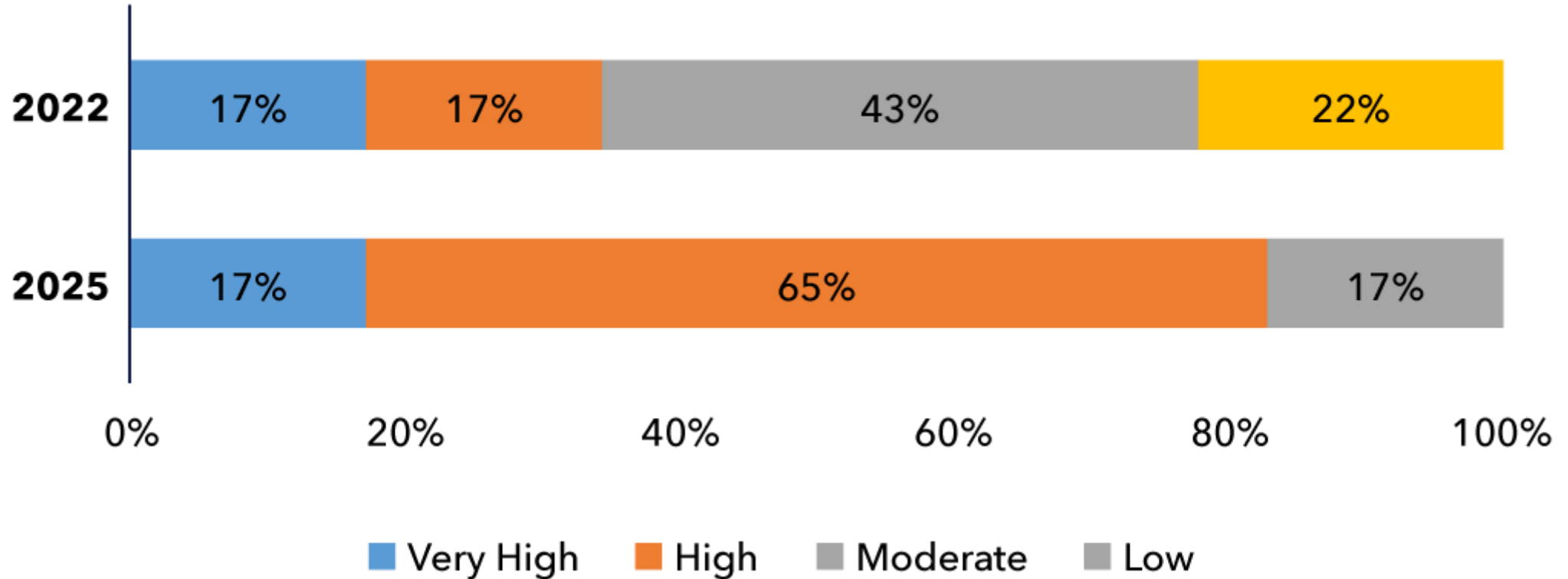




# Global total corporate Artificial Intelligence Investment from 2015-2022 (In Billions)



# Strategic Importance of AI in Investment Management



Source: Howard Capital Management

Failure rate:

95%

Source: MIT

Early 2010s

Early 2013

Early 2015

Late 2022

Sentiment analysis  
for open-end survey  
responses

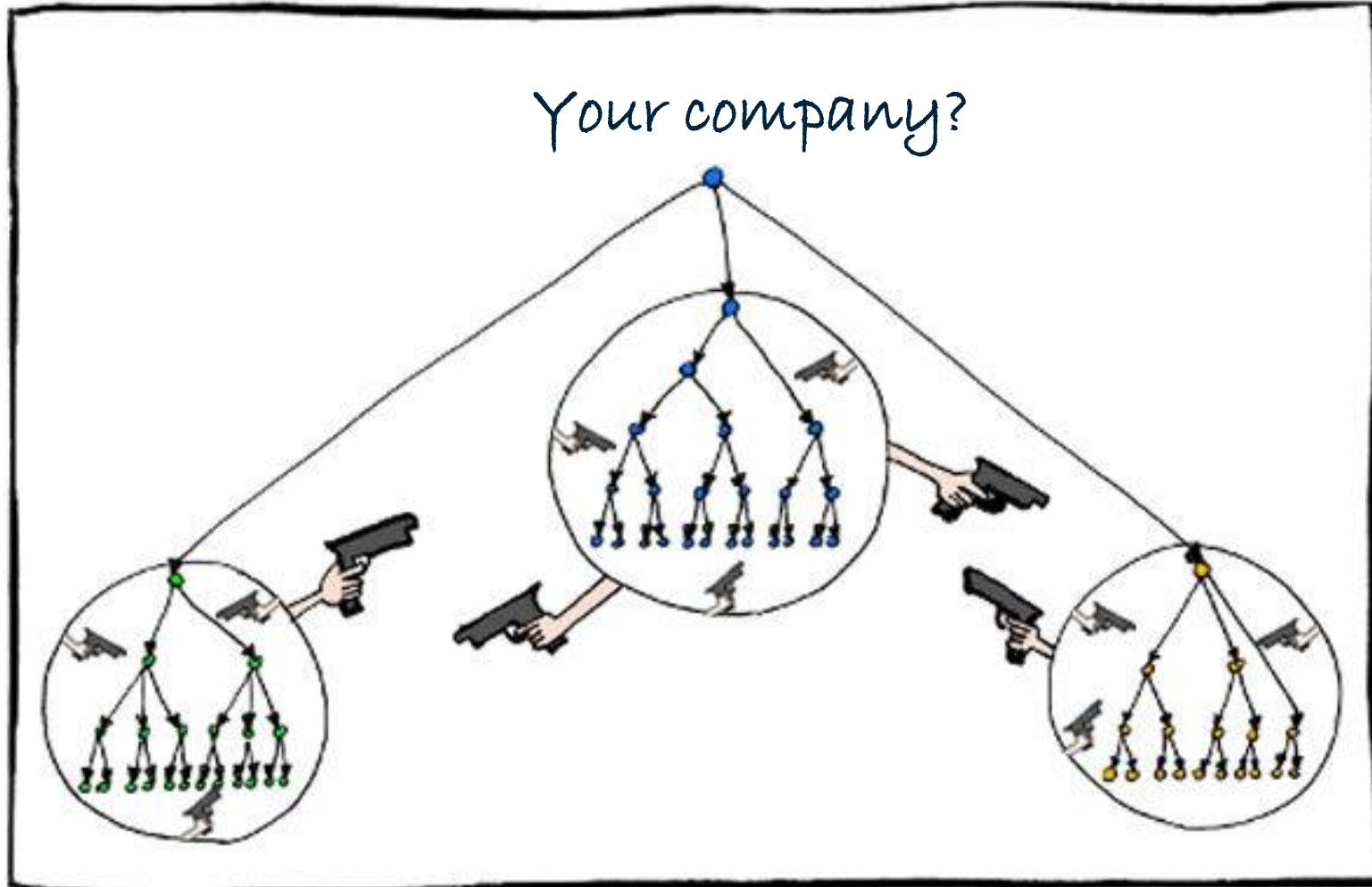
Computer vision for  
facial coding and  
logo detection

Audio transcription  
and speech analytics

Generative AI in  
market research

*I started here*

Your company?



# The researcher's paradox

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65% of research teams *actually* already use AI

**47% fear that automation will take their job.**

**BUSINESS**

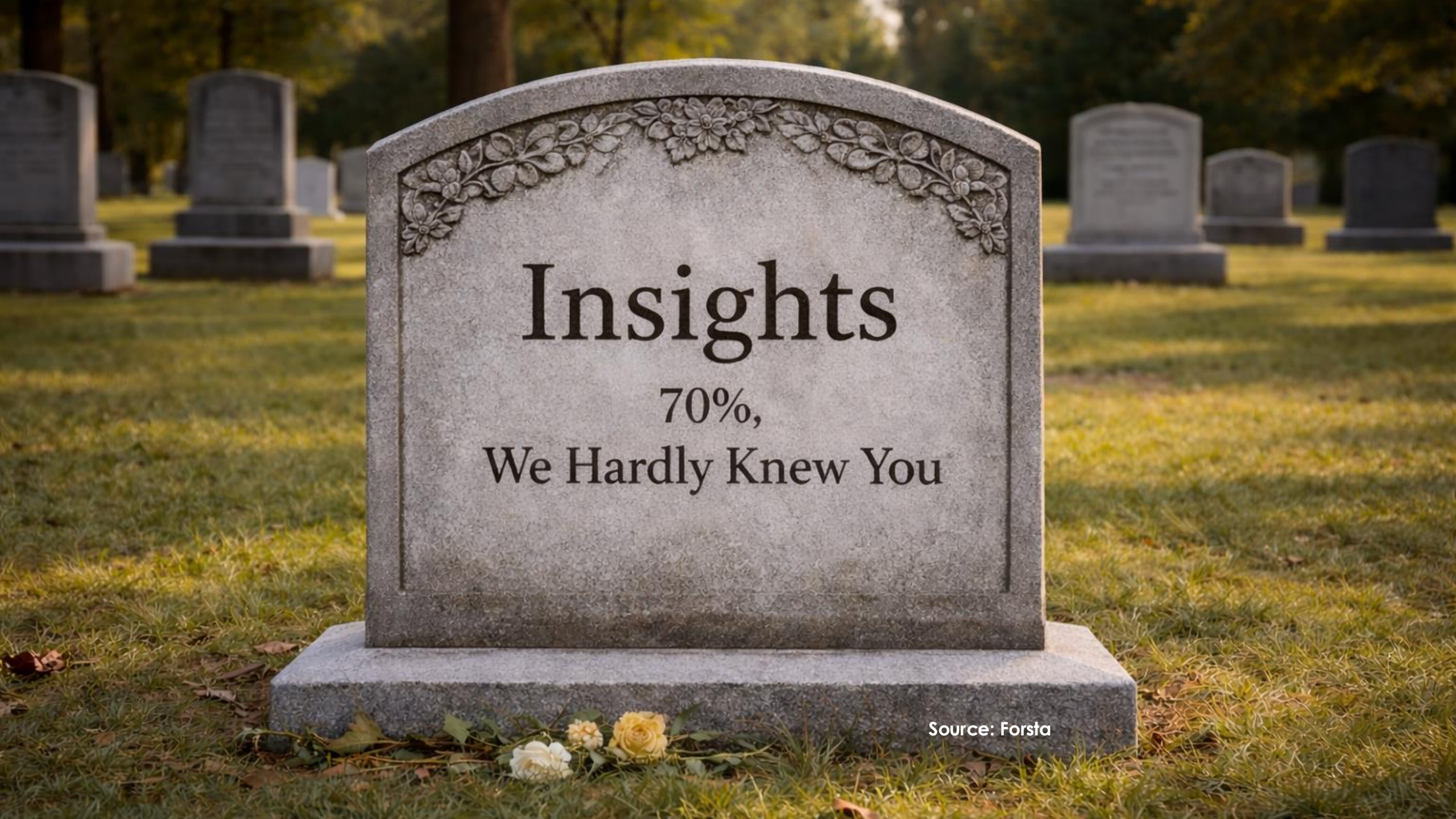
## **These are the jobs most likely to be taken over by AI: report**

*What White-Collar Jobs Are Safe From AI—And Which Professions Are Most At Risk?*

### **AI Is Starting to Threaten White-Collar Jobs. Few Industries Are Immune.**

Leaders say the fast-evolving technology means many jobs might never return

**AI is a threat to research.  
Apparently.**



Insights  
70%,  
We Hardly Knew You

Source: Forsta

Insight half-life...

six wks

Source: I made it up, but, basically, you know...



Your time...

40 - 60%

Source: Forsta

- **Survey scripting**
- **Data cleaning**
- **Coding verbatims**
- **Analysis workflows**

— **Throughput**

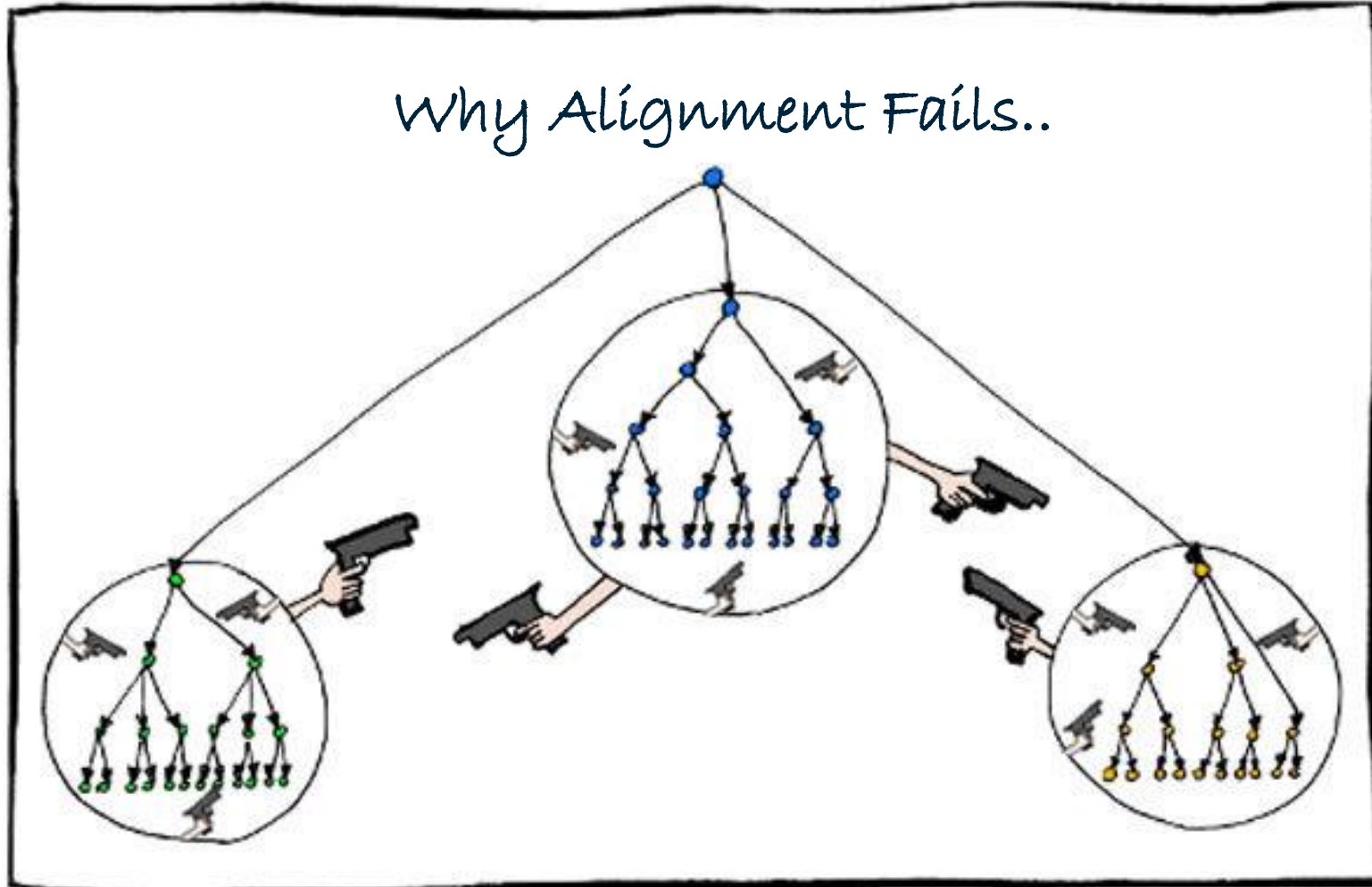
versus

— **Innovation**

**Technological**

NO

# Why Alignment Fails..



**63% willing to leave**

**19% trust brands**

**72% willing to trust**

**73% willing to spend**

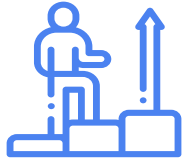
**55% seeking humans**

**60% are automating**





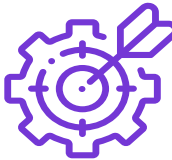
**CLARITY**



**SOLUTION ROI**



**IDEATION**



**EXPERIMENTATION**



**ACTIVATION**

# The Permission Stack

# New skills that define the next generation of researchers



# So what does this mean for research agencies?

Agencies will be enhanced by AI, not replaced by AI

There is time to learn, experiment and adapt

AI offers scope for both efficiency and growth

# WANT MORE DATA?

