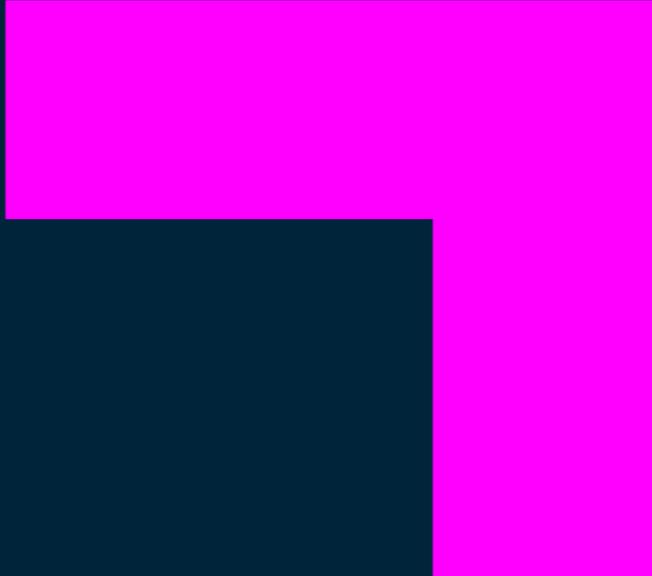




# Adapt to thrive: The AI augmented research team

Manny Rodriguez, Managing Director, Global Market Research, Forsta





# Manny Rodriguez

Managing Director of Market Research

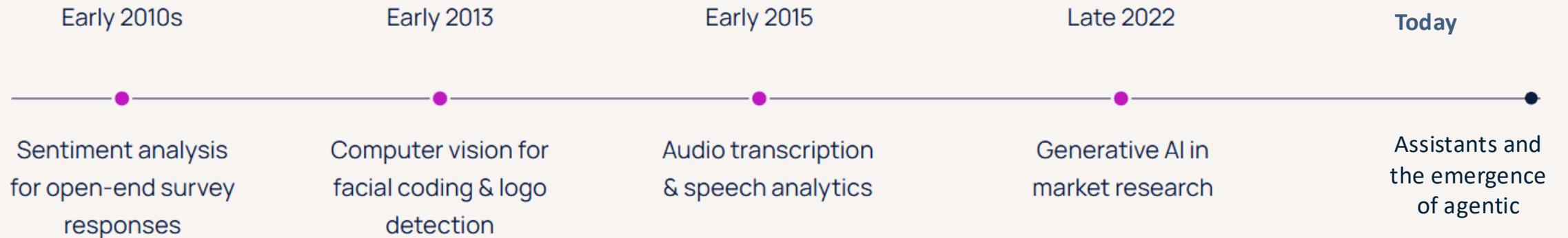


# Agenda

- Where we are (and how we got here)
- The researcher's paradox
- Subtle AI myths
- The Human/Agent Framework
- The new adaptation: Research agents



# Where we are (and how we got here)



# The researcher's paradox

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# The researcher's paradox

91% of agency and in-house teams are favorable on AI

71% believe AI will improve their jobs

65% of research teams use AI in some capacity

30% say that *most* of their team members use AI

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



# AI myths

# Myth #1:

## AI will do everything

# Myth #2:

## AI replaces experts

# Myth #3:

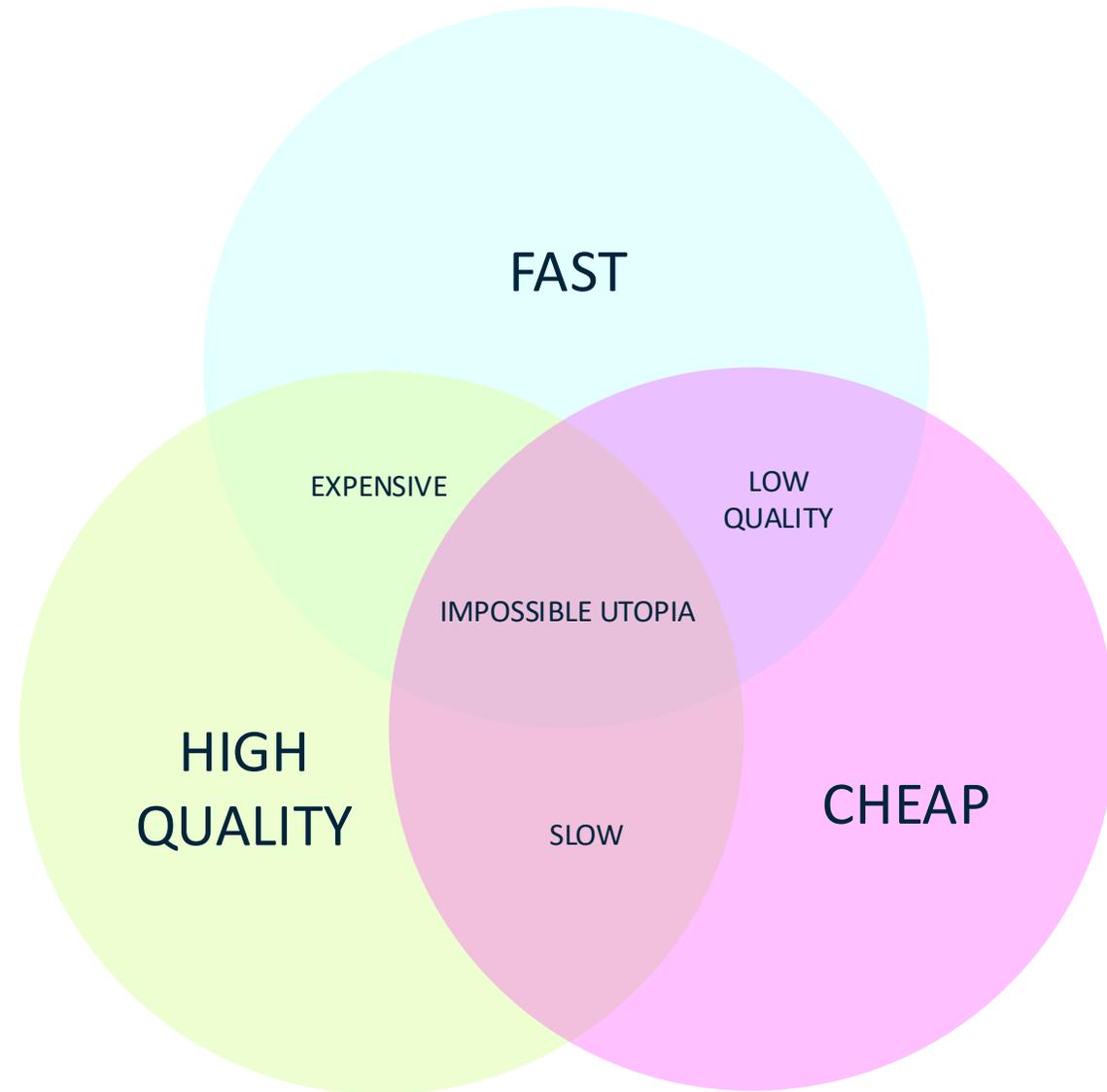
## Stakeholders will self-serve



**Human curiosity + intelligent automation**

## The next evolution: Agentic AI

Research teams are being squeezed. Faster turnaround, higher output, and clearer executive storytelling. But how to maintain quality?



# Market research agents

## Massively accelerate insights



**Deliver more.  
Deliver faster**

Scale research  
without adding cost.



**Speed time to  
impact**

Keep pace with the  
business and  
prove ROI.



**Lean teams.  
Bigger impact**

Deliver more without  
needing additional  
headcount.



**Higher quality at  
scale**

Standardize quality  
and insight clarity  
across every project.



**Built for research**

Purpose-built AI  
embedded in your  
workflow.

# What AI can't replicate

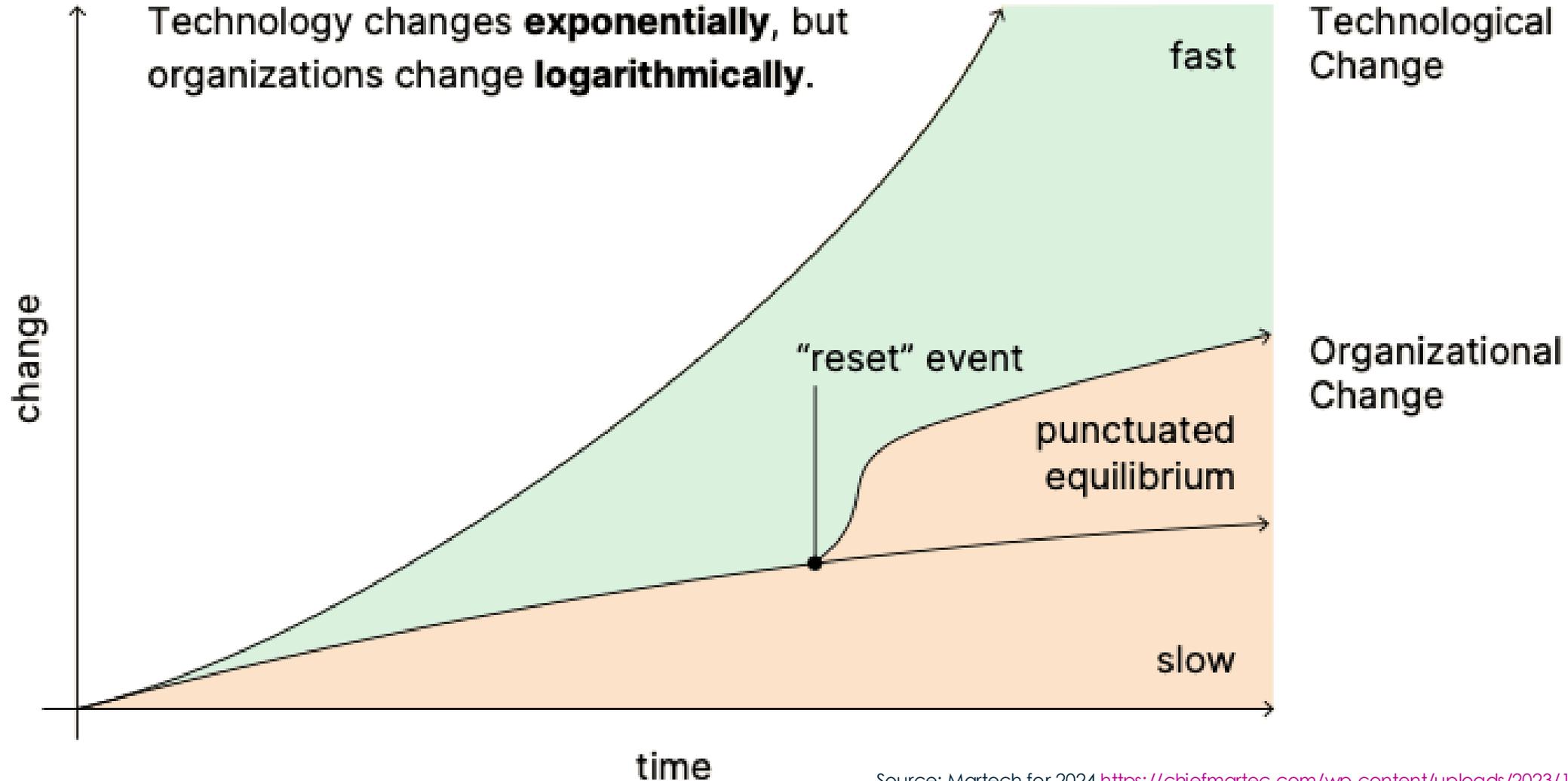


- Empathy
- Judgment
- Cultural context
- Creative leaps
- Emotional interpretation
- Ethical oversight
- Nuance detection

# New skills that define the next generation of researchers



# Martec's Law



Source: Martech for 2024 <https://chiefmartec.com/wp-content/uploads/2023/12/martech-for-2024-report.pdf>

# Why humans ~~need to~~ *will* remain at the center of research



## Transparency

Who is driving?



## Expertise

The machines said so... so it must be true



## Truthfulness vs accuracy

You aren't wrong for being right, or are you?



## Accountability

Do you stand by these findings?

# So, what does this mean for research agencies?

**Researchers 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**

**Forsta**  
a PwC Company

EBOOK

**Agentic AI:  
Your personal  
research assistant**



**Forsta**  
a PwC Company

EBOOK

**Human Experience  
(HX) in the AI era: A  
guide for insights  
leaders**



**Stop by booth 113**