

Quirk's Event – Dallas 2026

Drive AI qual adoption across the enterprise: Lessons from Grupo Lala



GetWhy

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Global Client Partner,
GetWhy



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WHO WE ARE



We're the leading AI company in qualitative research and human sciences

MOST EXPERIENCED

Pioneered AI Qual since

2018

SENIOR EXPERT TEAM

70+

experts in research, tech and consulting

MOST TRUSTED

100+

enterprise clients

MOST USED

1m+

interviews in 100+ languages



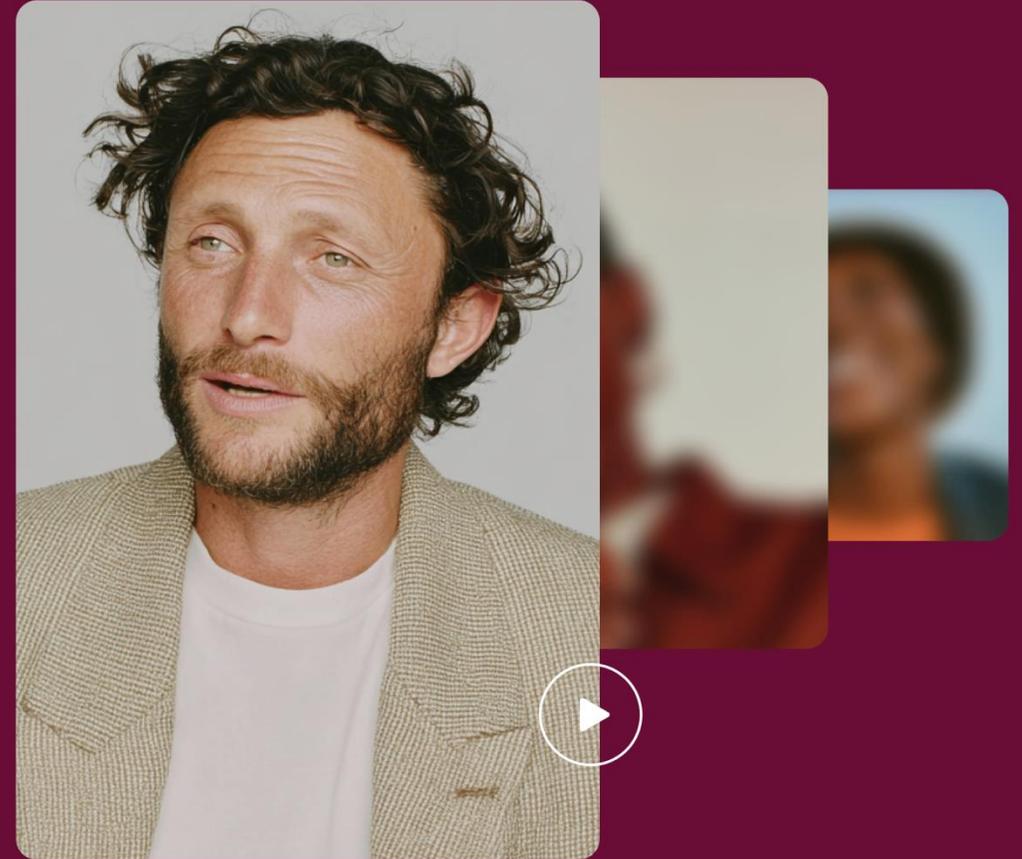
A silver laptop is open and placed on a brown, textured couch. The laptop screen is white and displays the text "GetWhy" in a bold, black, sans-serif font. The laptop is positioned in the center of the frame, slightly angled towards the right. The couch has a visible texture and is lit with soft, warm light, creating a cozy atmosphere. The background is dark, making the laptop and the text on the screen stand out.

GetWhy

AI made human insights faster.

Now you can do...

- **300 consumer interviews**
- **in 8 languages**
- **Across 4 time zones**
- **In just 48 hours!**



What does this mean?

...you can be **faster** and **more efficient** than ever!

SPEED

80%

faster time to insight

EFFICIENCY

84%

less spend per interview

REACH

12x

more capacity to produce

FOCUS

80%

less project mgmt. per study

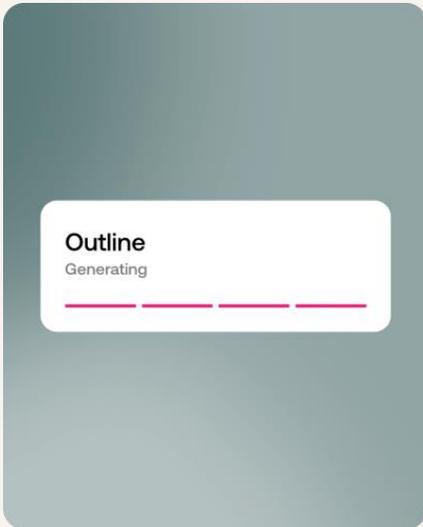




**But only if you adopt AI Qual
across the organization.**

**The challenge is...
HOW?**

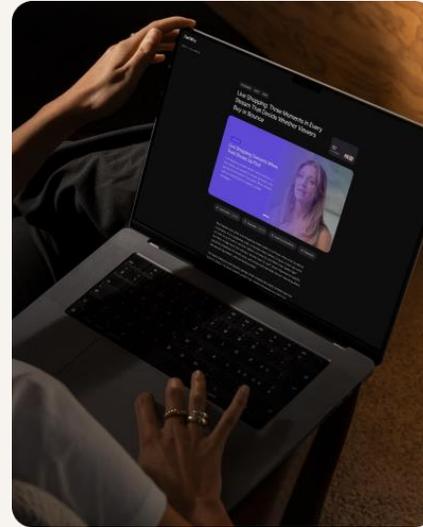
The four essential pillars to drive adoption



#1 Chose a solid and scalable **AI solution for insights generation**



#2 Keep a **human researcher-in-the-loop** to guarantee quality



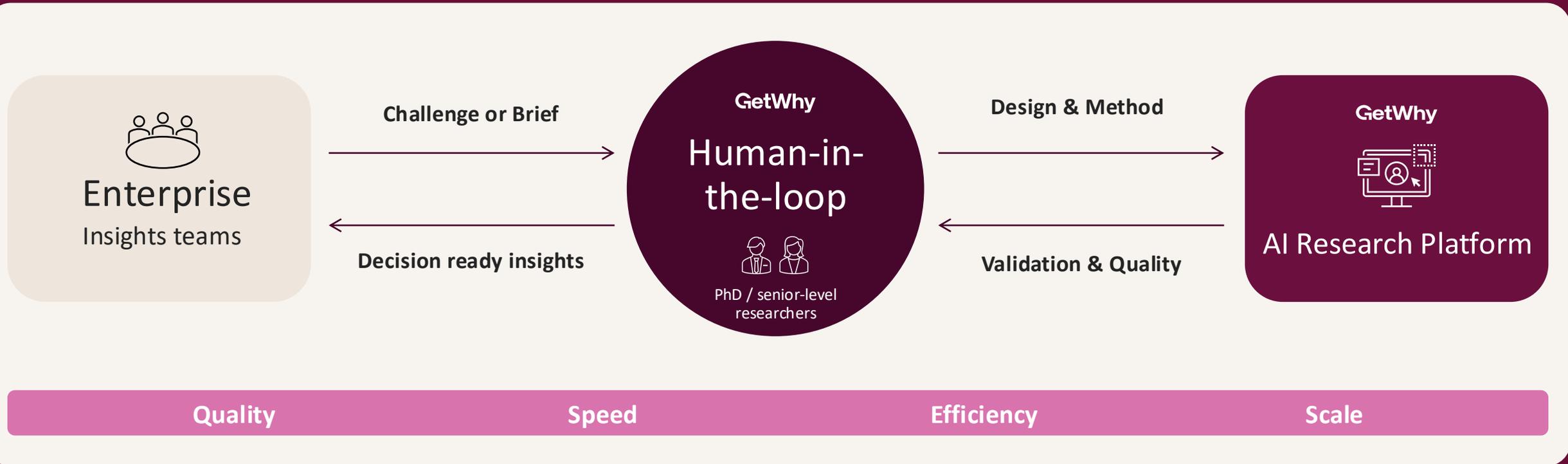
#3 Make insights impossible to ignore with **AI-led insights activation**



#4 Deploy into **workflows, ecosystems and functions** across the organization

We're just like your traditional agency...

...just 80% faster and efficient





We are proudly the **#1 milk brand** in Mexico

Our ambition is to **become the #1 nutrition brand** in Mexico





Over the last decade, dairy consumption changed dramatically

It's no longer just “a glass of milk”



Consumers are navigating new functional needs, new lifestyles, and new cultural expectations



Our success created a **blind spot**

We focused on “**what sells**” instead of
“**why people choose**” ...



...and drifted away from
consumer **tensions**,
emotions, and unmet **needs**



Traditional research became a **bottleneck**

4+ weeks for recruitment

3+ weeks of fieldwork

3+ weeks for results

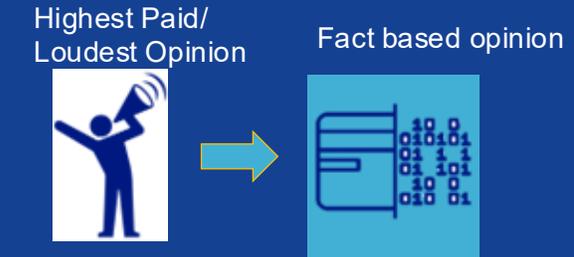


By the **time** insight **arrived**, the **decision** had already been **made!**



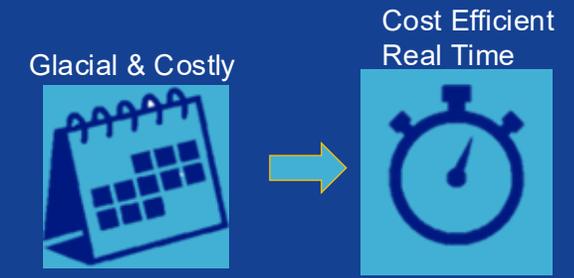
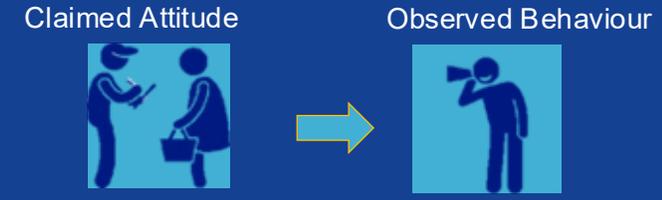
Expanded tool set to enable consumer-inspired-growth

From: Category Focus → Consumer-Inspired

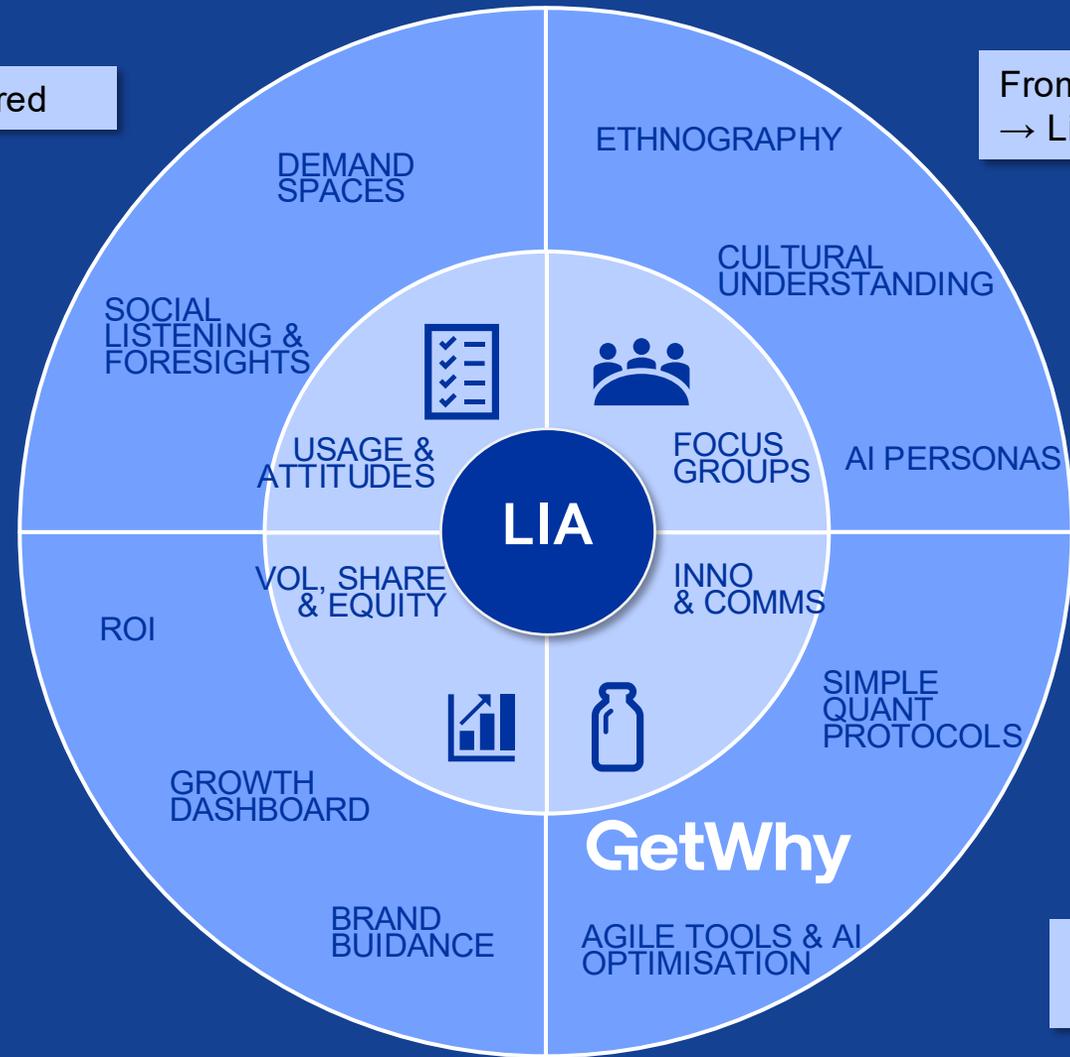


From: Opinion based decisions → Data-driven decision making

From: Asking questions & consumer claims → Listening & observing behaviour



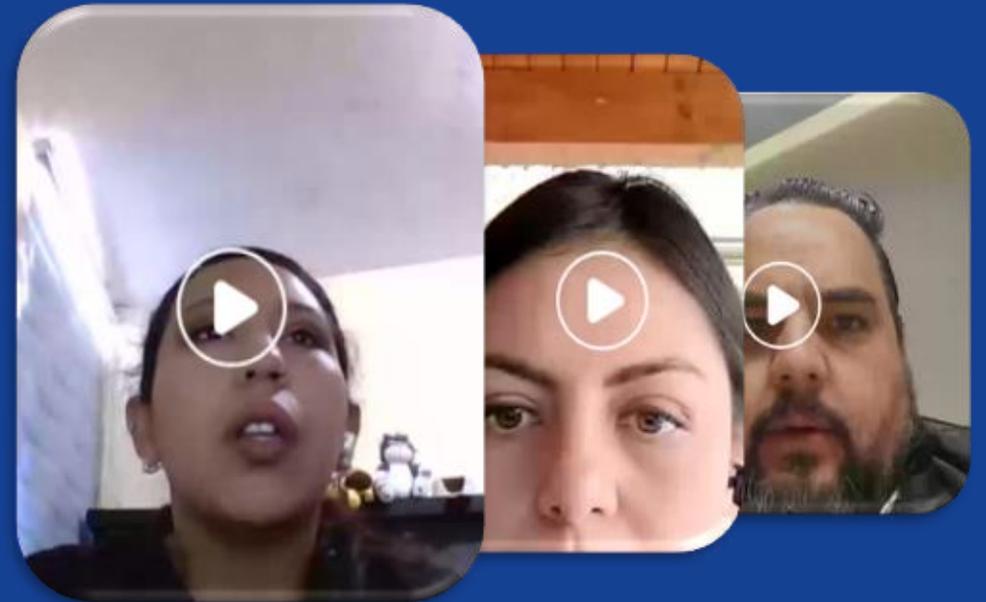
From: Research as a barrier to pass → Insight as an enabler





We partnered with **GetWhy** to reintroduce **real people into strategic conversations**, quickly, frequently, and at scale

Learning through consumers' **faces, voices, emotions** brought **empathy** within marketing and innovation teams





GetWhy partnership has been **transformative** for our organization

“I'm not reading a datapoint; I'm hearing someone telling me what hurts, what they need, where we're failing them”

(Innovation Director at Grupo Lala)

Moving from **business-only** logic to **consumer-anchored** tensions







The **adoption journey** starts with replacing slow, infrequent, high-effort research with **fast, continuous, human insight...**

...embedded directly into the way we work, with the **speed** our business needs



#1 Empathy through exposure



#2 Unlocking better decisions



#3 Continuous human understanding



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THANK YOU!



GetWhy

