The Future of AI and Enterprise Insights

Research Innovation and ROI, Inc.

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Principal, G3 Consulting · Former Director of Insights, Microsoft

Brett Hagins

Managing Partner, Research Innovation and ROI, Inc.

- Managed the research department at HP and Texas Instruments.
- Partnered with Quirk's in 2009 to field one of the largest studies ever among insights executives; again in 2012 on a study elevating insights among CXOs.
- Leads the AI Insights Council — a group of Insights Execs focused on AI.
- Conducted webinars for Quirk's and the Insights Association; work referenced in two market research textbooks.
- Now manages the Researcher Sample Network, focused on difficult sample.

Barry Jennings

Principal, G3 Consulting

- Insights leader with over 30 years of experience driving research strategy across the technology sector.
- At Microsoft, led the research and insights group supporting Cloud and AI businesses.
- Prior to Microsoft, held research leadership roles at Dell and BlackBerry.
- Helped shape technology brand research at Kantar/IntelliQuest.
- Currently serves on the Insights Association board of directors and the advisory board for the University of Wisconsin's MLI program.
- Consulting with both client- and vendor-side organizations.

Your Complete Contact Information — Win!

- Please send your complete contact information (business email, phone, company name, and title) and we will enter you into a drawing to receive all of our deliverables at no cost and a seat on the AI Insights Council

- Estimated Value: Over $15K

- We will also send you the link to register for our low-cost training series that will go in more depth on each of these topics.

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Can AI Train CXOs to Rely on Research?

CXO DYNAMICS

- CXOs don't understand failure
- CXOs are victims of their own success
- Innovator's Dilemma vs. Disruptive Opportunities
- New business models drive more growth

CHATGPT HYPOTHESIS

- For incremental innovation: CEO likely better
- High-uncertainty, new-category bets: VC likely better
- Who is better at predicting new product success?

Using AI at Each Stage of Research

RESEARCH STAGES

- Executive Decision Frameworks
- Screening and Prioritization of Research Requests
- Formalizing Stakeholder Interaction, Probing, and Discovery
- Programming, Survey Design, Analytics, Reporting

BUSINESS IMPACT

- Selling Recommendations and Driving Implementation
- Fieldwork
- Executive and Organizational Communication
- Demonstrating Financial Contribution and Impact

"If at first you don't succeed, destroy all evidence that you tried." — Steven Wright

AI Will Prompt Key Executives Earlier in the Decision Cycle

AI functioning as a virtual strategist — surfacing the need for studies before executives know to ask.

TIMING

- Most executives engage research reactively, after decisions begin forming.
- AI changes the trigger — proactive prompting shifts research upstream.

OPPORTUNITY

- Base: CXOs and VP+ who authorized research in last 12 months (n=415).
- Q9: When do you typically engage the research department for support?

IMPLICATION

- Earlier engagement means higher-quality inputs at the moment of decision.
- Insights professionals become strategic advisors, not order-takers.

Data Collection

COLLECTION METHODS

- AI recruited panels
- AI project management and bidding
- Psychographic Balancing and other balancing
- AI blending qual and quant
- AI research and e-mailing for targeting executive respondents

ADVANCED CAPABILITIES

- AI phone interviewing
- AI Data Cleaning
- Synthetic data built from real data
- Self Replicating Organizations

Leveraging AI to Drive Adoption of Enterprise Insights

- Identify all key adoption influencers and engage them individually
- Identify and adapt to each stakeholder's learning style
- Research on full AI systems: AI Sales Executive Research
- Insights AIs interacting with other functional AIs across the organization
- Customized AI Personas presenting to key stakeholders with tailored conversations
- Executive AIs meet with each other to expedite decisions — governed by rules promoting more objectivity

"I Believe You Have My Stapler." — Milton, Office Space

Smaller Companies and More Unemployment

Anecdote to big company decline? Teach Entrepreneurship.

- Smaller Companies that rise and fall faster
- Continual Disruption: AI, Quantum Computing, Virtual Reality, 3D Printing, Robotics
- AI will eliminate jobs; consider bridges between disciplines
- Employees need financial independence — corporate loyalty not secure

We Will Evolve

Researcher → Insights Professional → **Customer & Decision Maker Strategist**

The Knowledge Foundation

- Business & markets
- Profit, ROI, commercial analysis
- People, psychology, sociology
- Culture & behavioral science

The Craft

- Reading data fluently
- Numbers as narrative
- Unpacking ideas with POV
- Presenting with impact — concisely

The Promise

- Tools handle the mechanics
- Faster · Cheaper · Better
- Time to innovate & infuse stories
- Front line of customer understanding

Communicating, Informing, Persuading

Not the big consultancies —

but a more present, persistent, and powerful player in spaces where decisions get made.

We move the needle on decisions — not just deliver decks.

NOVEL QUESTIONS

Answering emerging questions by drawing on the trove of data we've accumulated — connecting dots no one else can.

DECISION-GRADE ANSWERS

Leveraging primary, secondary, customer & operational data across all classes of business problems to inform real decisions.

Teaming Will Evolve

An elite unit embedded with the business — not a battalion called in when needed.

SEASONED PROS

Broad, highly skilled veterans who bring strategic judgment, institutional knowledge, and category fluency.

OPERATORS

A leaner set of executional talent — fast, precise, and focused on translating insight into action.

AI TOOLKIT

A host of AI tools that multiply the team's capacity — accelerating synthesis, pattern recognition, and storytelling.