
Researches are Underrated: Why 2019 isn't the Year of the Robots




Miguel Ramos, Product Marketing Manager, Confirmit

February, 2019

Agenda

1. **Automation and the Evolution to Specialist Hubs**
2. Multimedia Insights
3. Conversational Technologies to Better Engage Respondents

Humans are Underrated

 **Tim Higgins**  @timkhiggins · Apr 13, 2018 
@elonmusk agrees that Tesla is relying on too many robots to make the Model 3 & needs more workers [cbsnews.com/news/elon-musk...](https://www.cbsnews.com/news/elon-musk...)



Tesla CEO Elon Musk, stressed but "optimistic," predicts bi...

Tesla CEO Elon Musk takes Gayle King inside the Model 3 production line and explains why its production delays have been [cbsnews.com](https://www.cbsnews.com)

 **Elon Musk**  @elonmusk

Yes, excessive automation at Tesla was a mistake. To be precise, my mistake. Humans are underrated.

8:54 PM - Apr 13, 2018

 41.5K  9,244 people are talking about this 



Automation Helped Tesla to Hit Production Targets

TESLA

TESLA (TSLA) STOCK NAS

▼ 316.05 USD -28.95 (-8.39%) 03:48:58 PM EST BTT

Prev. Close	345.00	Market Cap (USD)	55.01 B	Day Low	315.00	Day High	348.33	52 Week Low	242.01	52 Week High	389.57
Open	342.90	Volume (Qty.)	426,328		315.27				315.27		

INTRADAY 1W 1M 3M 6M YTD 1Y 3Y 5Y 10Y MAX CHART OPTIONS EXCHANGE: BTT



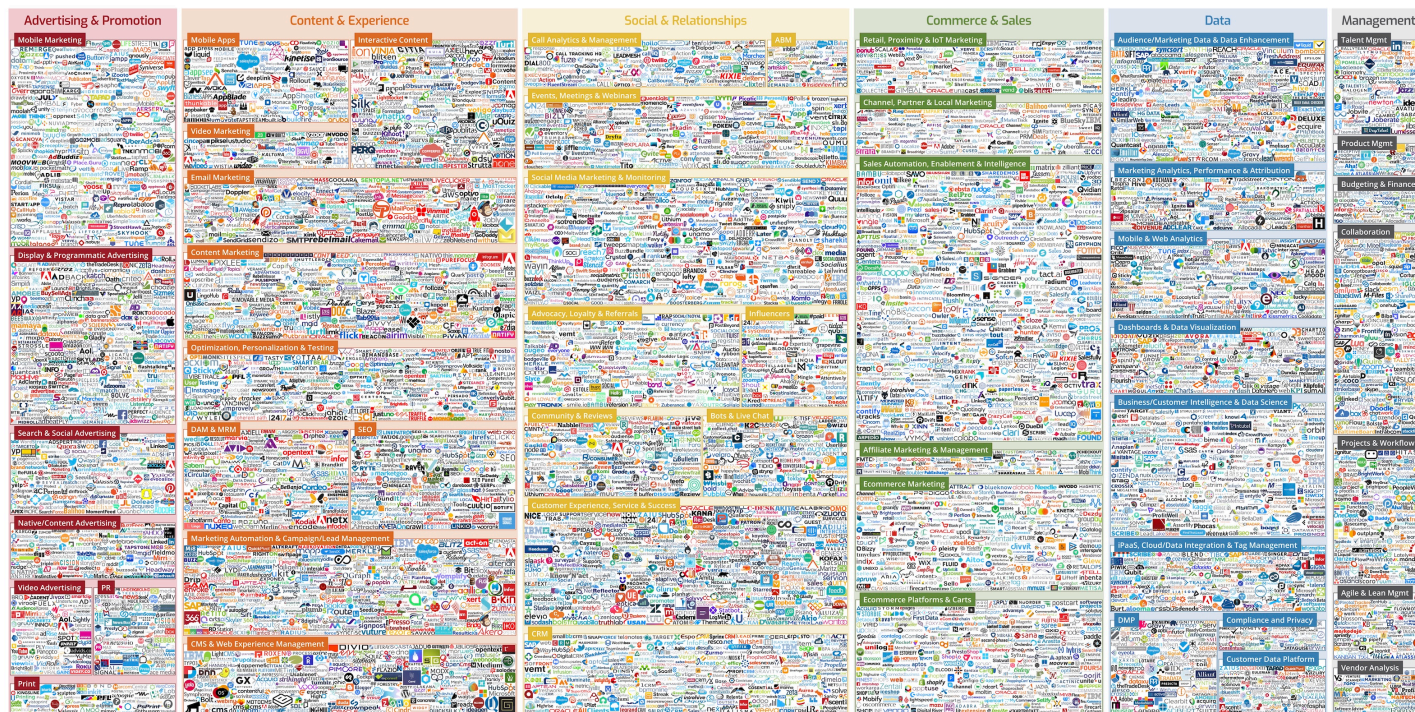
Marketing Technology Landscape 5000

(actually 6,829)



chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2018



Copyright © 2018 Marketing Technology Media, LLC. See <http://chiefmartec.com/2018/04/marketing-technology-landscape-supergraphic-2018/> for details and sources.

Produced by Scott Brinker (@chiefmartec), Anand Thaker (@AnandThaker), and Blue Green Brands.

Marketing Technology Landscape Evolution

2011
~150

2012
~350

2014
~1,000

2015
~2,000

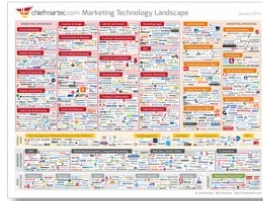
2016
~3,500



+



+



+



+



=



2018
~7,000

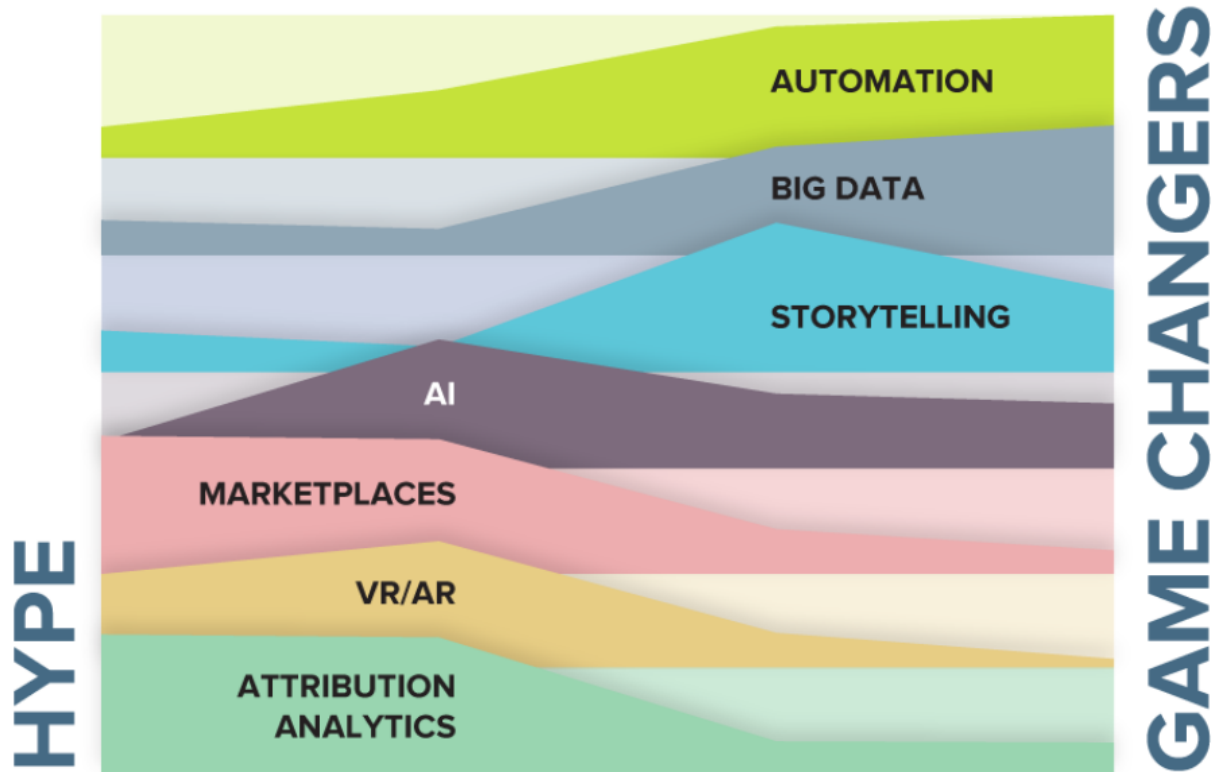
GRITSCAPE 2018

Insights Industry Map



Automation

A Game Changer



Automation Adoption

Automation continues to be one of the key topics of conversation in MR

Buzz Topics – Top 2 Box	Wave		
	2016 Oct (%)	2017 Oct (%)	2018 Oct (%)
Automation	70	66	76
AI (Artificial Intelligence)	45	51	72
Marketplaces (such as for sample, talent, software, etc.)	45	37	42
Big Data (including synthesis of multiple data sets/types)	76	77	82
Storytelling & Data Visualization	74	83	84
VR/AR	43	37	49
Attribution Analytics and Single Source Data	46	36	41
Blockchain applications	N/A	N/A	29

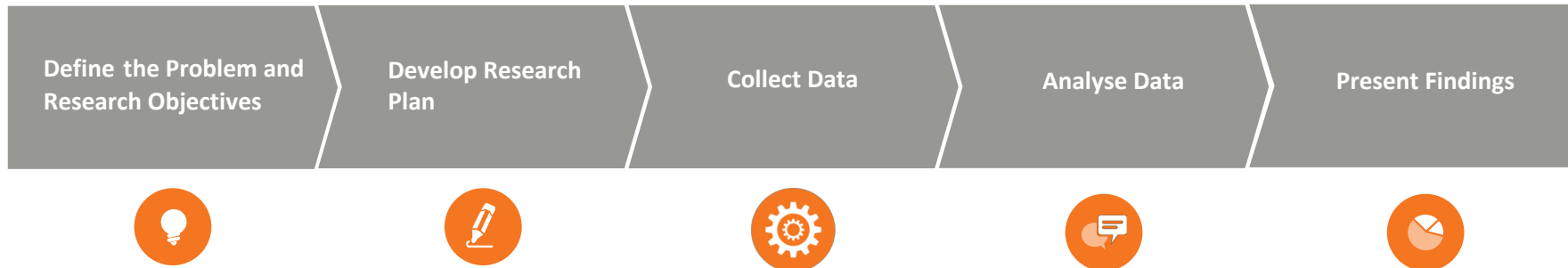
Automation to Market Research



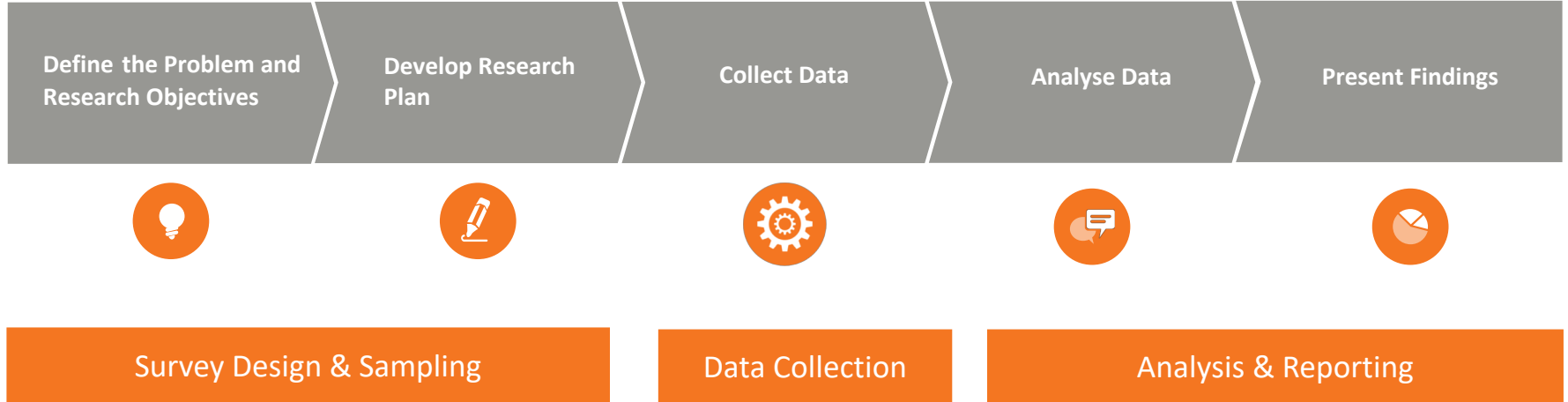
Benefits

- Deliver insights faster
- Handle higher volume
- Provide a richer analysis
- Improve consistency
- Be more efficient and exceed client expectations

Automation in the MR Process



Automation in the MR Process



Automation in the MR Process



Survey Design & Sampling

Panel Management, Sampling,
Survey Design,
Survey Routing

Data Collection

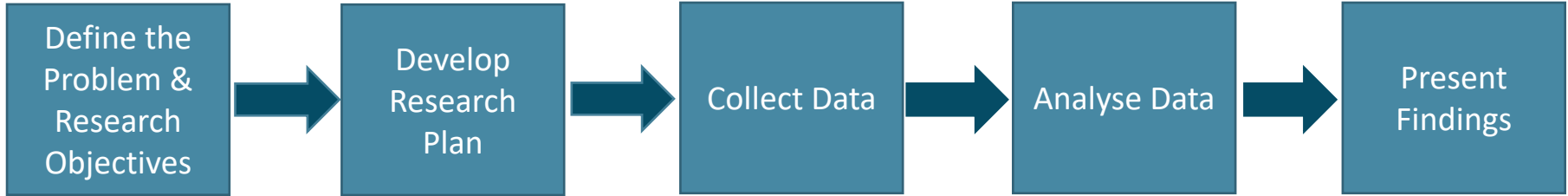
Survey Delivery &
Data Collection,
Web, Email, CATI,
CAPI, IVR,
SMS, App, Etc.

Analysis & Reporting

Analysis, Dashboards, Social Analytics,
Text Analytics

What's Next in Automation?

Automated Self-Serve Research



Survey Design & Sampling

Data Collection

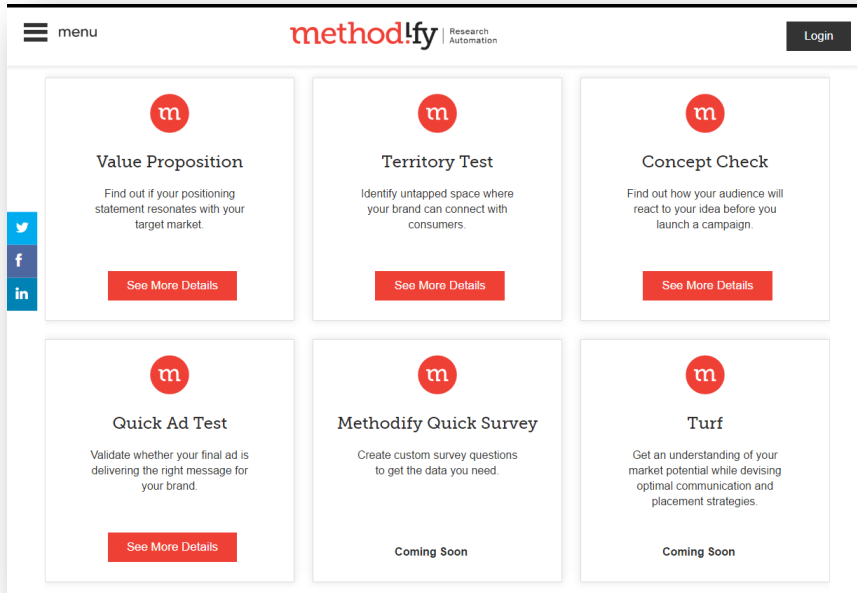
Analysis & Reporting



Delivering Results Fast

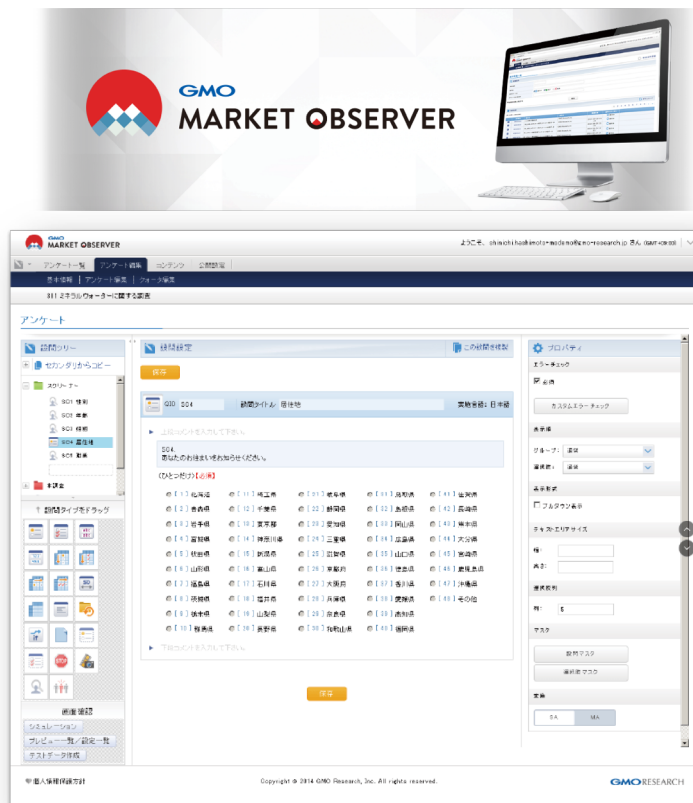
- Get 80% of the info in a quarter of the time
- Opportunity to rethink business processes and opportunities
- Differentiating factor against competitors
- Capture more revenue from projects you may not have won otherwise
- Consider hybrid research model

Use Cases



Pre-Packaged Methodologies

- Select industry-research method
- Select sample and reporting
 - Connected to panel and Confirmit via API
- Configure and launch the project
- View the results in real time on a pre-defined dashboard
- Download final insight and data



DIY Research Platform

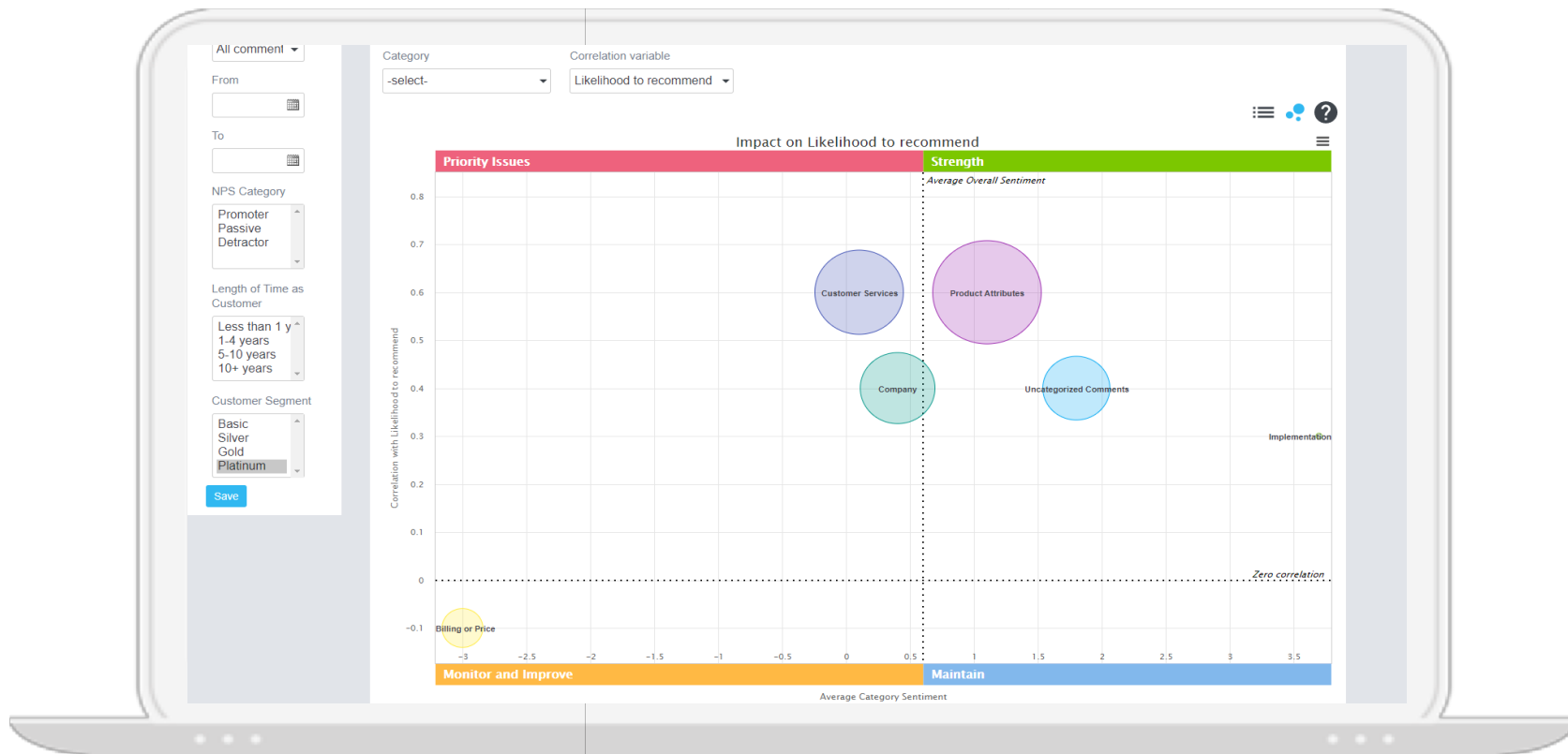
- User-friendly interface for drag and drop creation of questionnaire and sample selection
- Connected to their panel and Confirmit via API
- Survey is automatically created, launched
- Results are automatically delivered



A Significant Business Opportunity

- Deliver insights faster
- Save time, cost, and resources
- Drive quality improvements
- Gain a competitive advantage
- Capture additional revenue

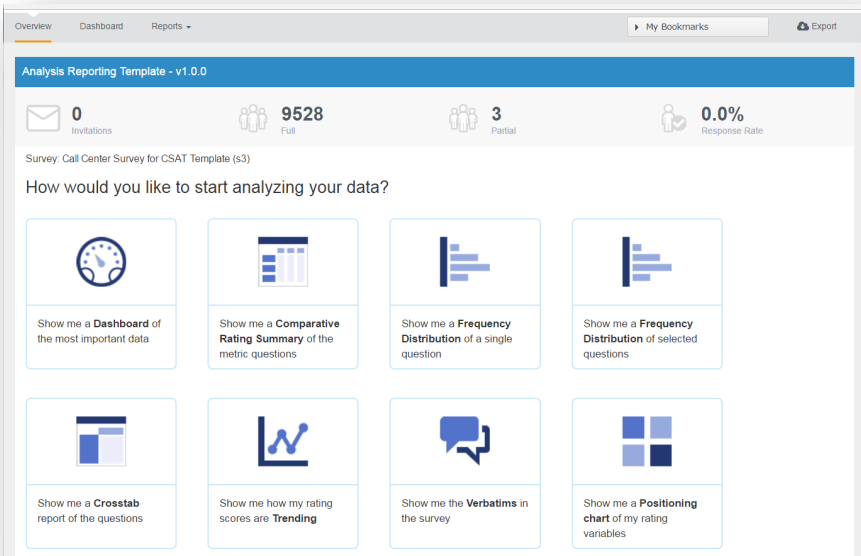
Automated Analysis



Automated Analysis

Analysis Reporting Template & Discovery Analytics

Analysis Report Template



Overview Dashboard Reports - My Bookmarks Export

Analysis Reporting Template - v1.0.0

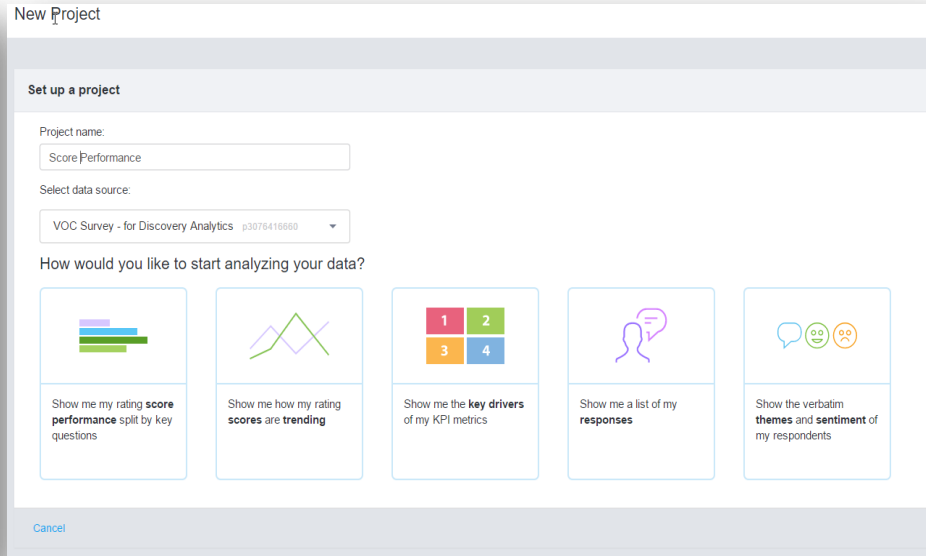
0 Invitations 9528 Full 3 Partial 0.0% Response Rate

Survey: Call Center Survey for CSAT Template (s3)

How would you like to start analyzing your data?

- Show me a **Dashboard** of the most important data
- Show me a **Comparative Rating Summary** of the metric questions
- Show me a **Frequency Distribution** of a single question
- Show me a **Frequency Distribution** of selected questions
- Show me a **Crosstab** report of the questions
- Show me how my rating scores are **Trending**
- Show me the **Verbatims** in the survey
- Show me a **Positioning chart** of my rating variables

Discovery Analytics



New Project

Set up a project

Project name: Score Performance

Select data source: VOC Survey - for Discovery Analytics p3076416660

How would you like to start analyzing your data?

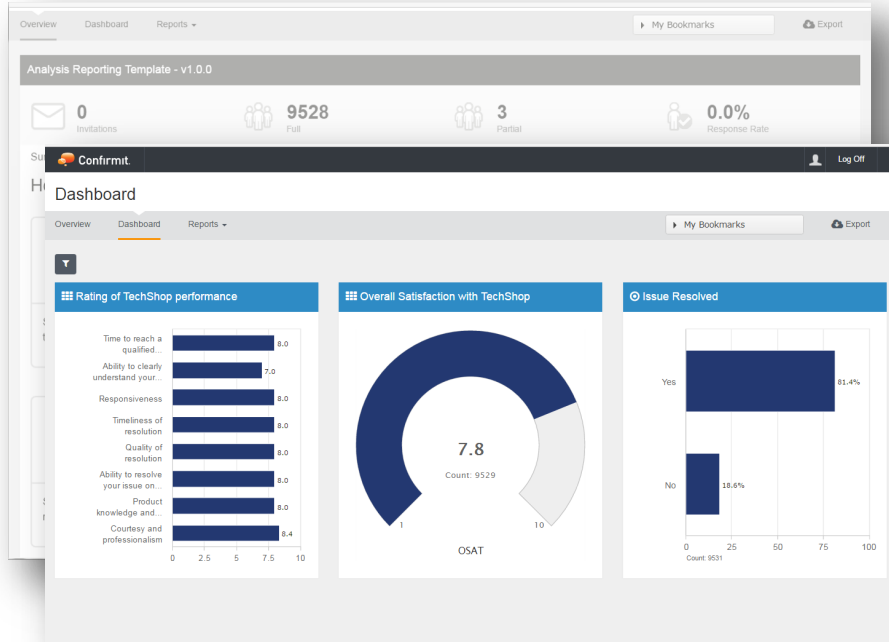
- Show me my rating **score performance** split by key questions
- Show me how my rating **scores are trending**
- Show me the **key drivers** of my KPI metrics
- Show me a list of my **responses**
- Show the verbatim **themes and sentiment** of my respondents

Cancel

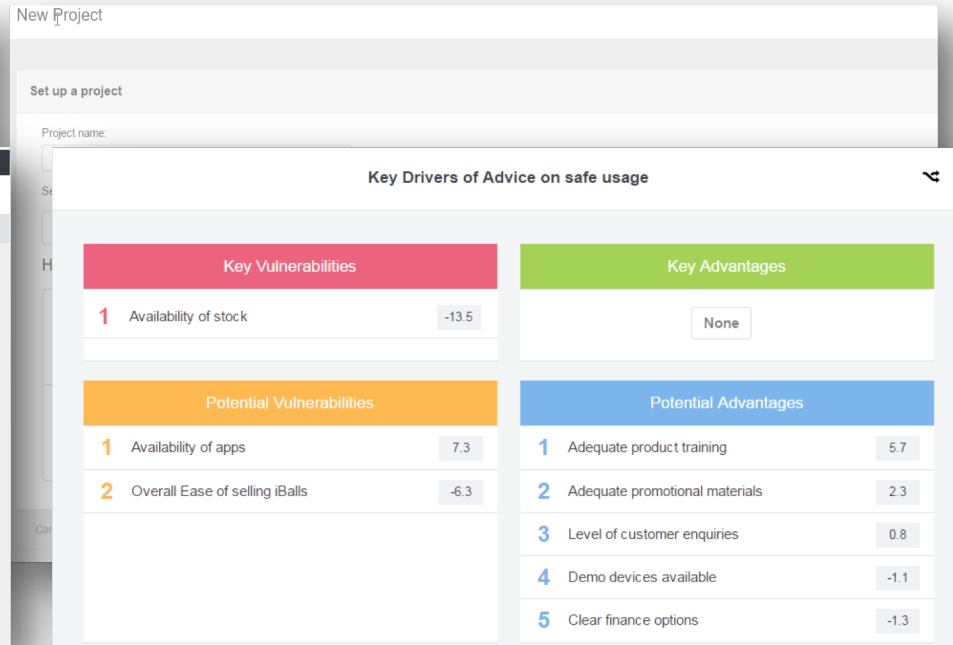
Automated Analysis

Analysis Reporting Template & Discovery Analytics

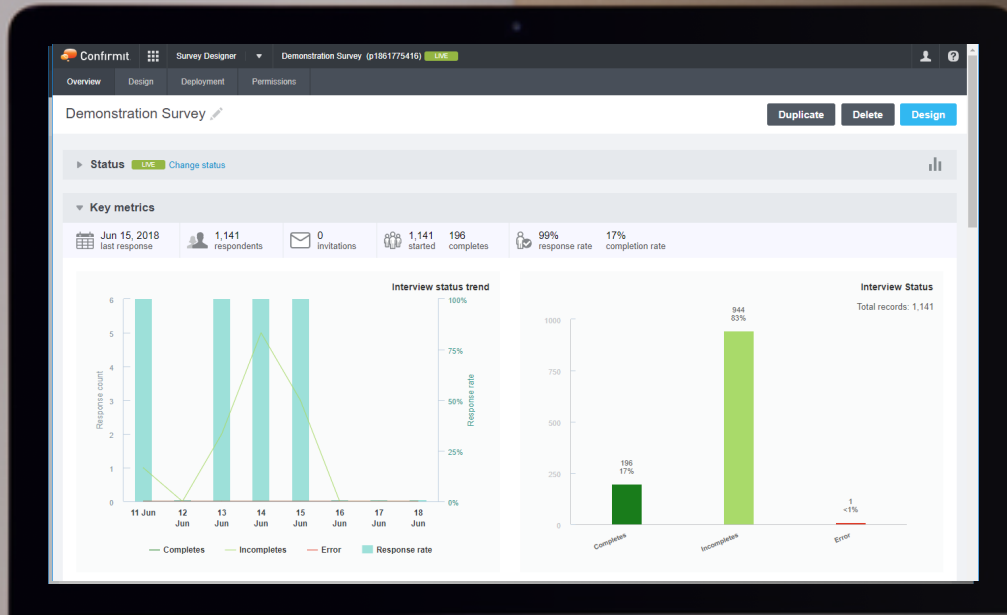
Analysis Report Template



Discovery Analytics



Automated Operations: Monitor Progress



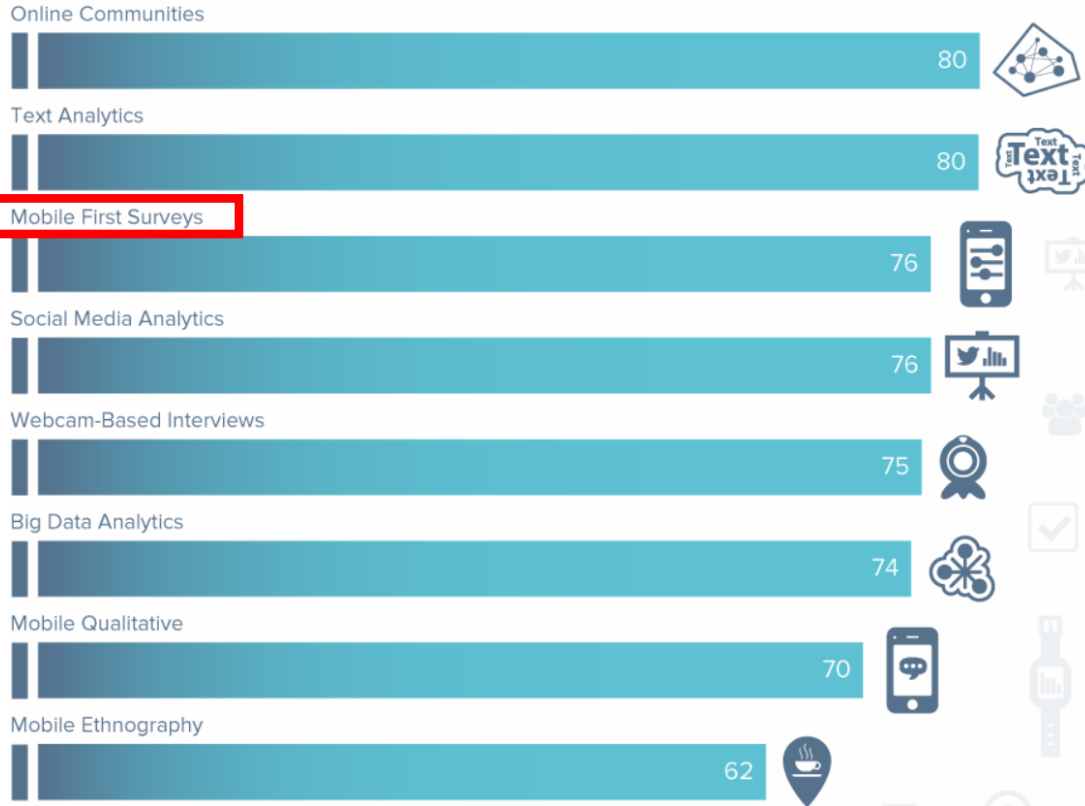
- Track survey progress
- Real time stats & metrics
- Device types

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Mobile Surveys

Method Adoption



- Mobile First Surveys are in mainstream use
- Mobile facilitates shorter surveys and ability to capture audio, video and location insights

[Grit Report, Q3-Q4 2018](#)

Leverage Location

Make it applicable, in-the-moment

- **4 out of 5** cell phone owners leave on their location tracking by default
- **77%** of smartphone users are willing to share location as long as they receive value in return
- **74%** of adult smartphone owners use their phone to get information based on their location
- **69%** of Google searches include a specific location
- **30%** of smartphone owners have at least one social media account set up to include location in posts



Deliver Location Based Surveys



- Empowers researchers to trigger surveys at a specific location, either indoors or outdoors
- Capture the right feedback from the right respondent at the right moment

Make it Real, In-the-Moment

Convenient, Meaningful, Engaging



GPS Location

- GPS coordinates
- Outdoors
- Entry/exit survey

Beacon

- Bluetooth
- Indoors, short range
- Display feedback, path-to-purchase

Richer Insight and Greater Impact with Video



Richer Insight

- 6x times more words
- Real people, real lives
- Going beyond just what people are saying

Greater impact

- Powerful storytelling
- Bringing the customer to life
- Difficult to ignore

The Importance of Video

Internet traffic



By 2020, online videos will make up more than 80% of all consumer internet traffic (85% in the US) ([Cisco](#))

Instagram



5 million videos were uploaded in the first 24 hours when video was introduced

YouTube



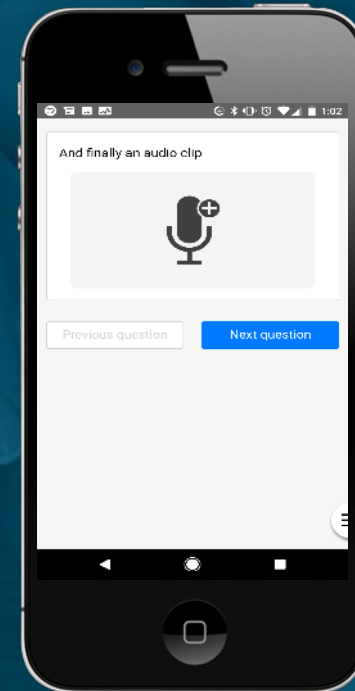
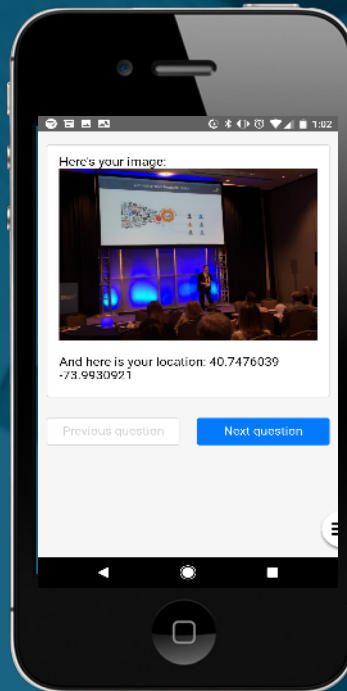
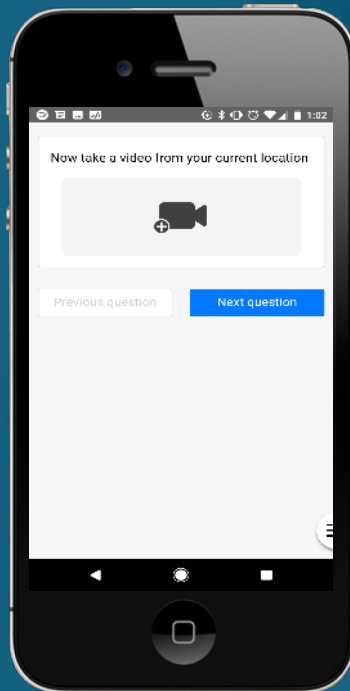
In 2018 5 billion videos are watched per day

Ask on Mobile & Allow Audio/Visual Replies

✓ Audio

✓ Video

✓ Images



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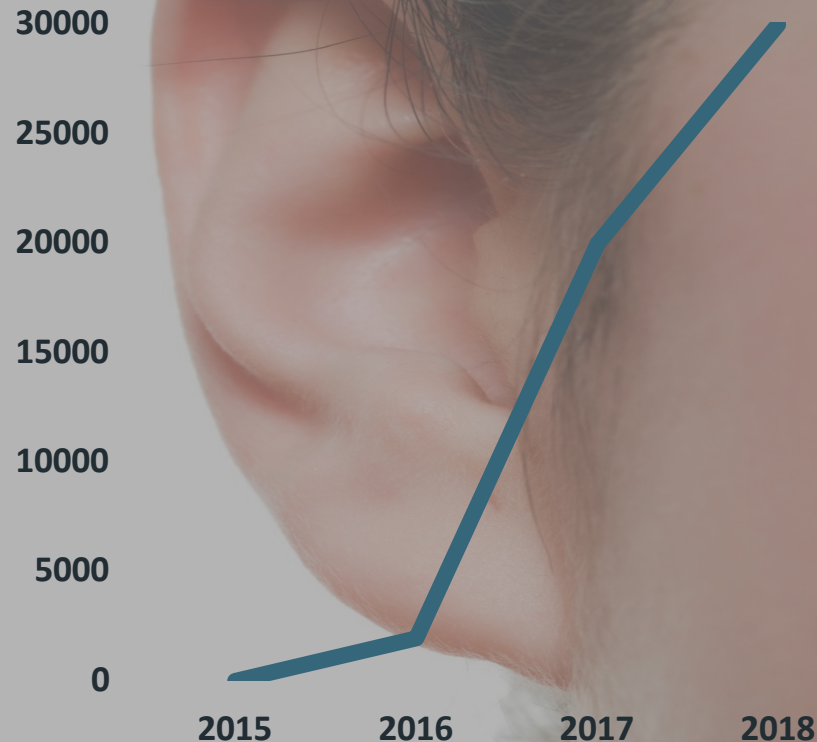
The Age of Voice

Amazon Echo Installed Base



TechCrunch 2018 – Mary Meeker’s Annual Internet Trend Report

Amazon Echo Skills



The Rise of the Digital Assistant

US\$ Bn

18000

16000

14000

12000

10000

8000

6000

4000

2000

0

2015

2016

2017

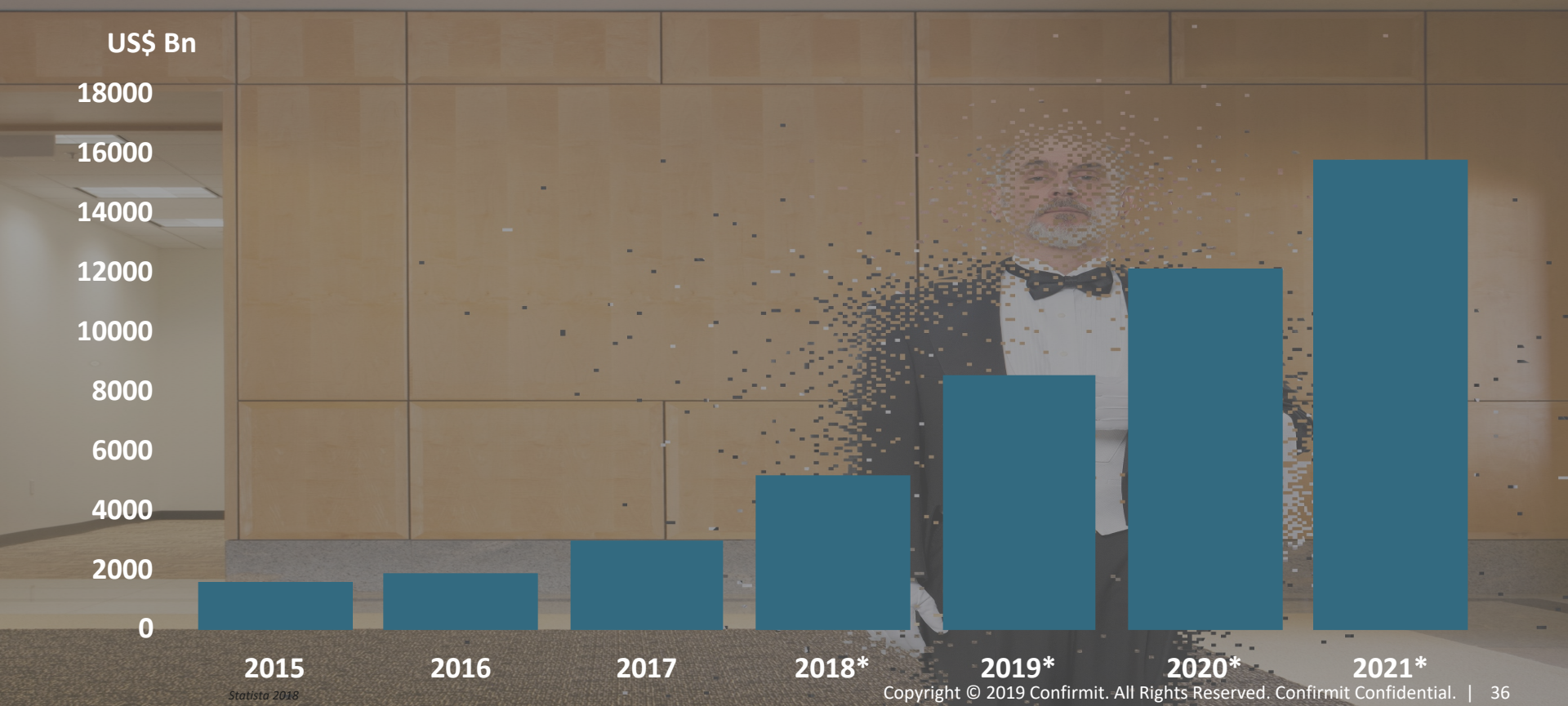
2018*

2019*

2020*

2021*

Statista 2018



Rise of Machine Learning and AI

Higher accuracy of text analytics and increased precision of voice to text



Speech



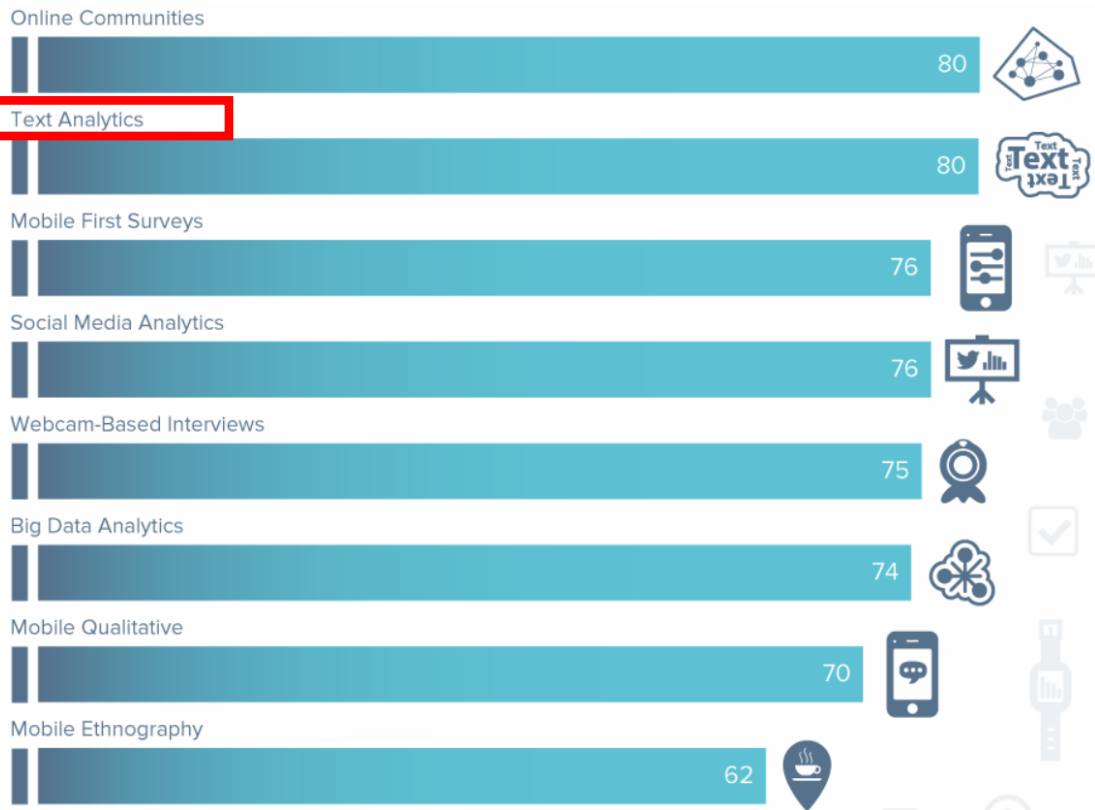
Text



Text Analytics

Text Analytics

Method Adoption



- Open-ended questions are an excellent way to get richer insights
- Text Analytics help you make sense of unstructured data

[Grit Report, Q3-Q4 2018](#)

Automatically Categorises & Interprets Sentiment for Unstructured Text

- Find actionable insights in free-form text
- Increase respondent's engagement
- Improve respondent experience with shorter surveys

Insights Hidden in Unstructured Data

Text Analytics

“Tried ordering on your website it wouldn't accept the offer code which was frustrating enough, then I called and spoke to your agent Julie who was very pleasant and professional but could not fix the problem either. Not impressed.”

Order

ordering
offer code



Web Site

your website



Employee

your agent



Sentiment

frustrating
very pleasant
professional
Not impressed



Text Analytics

“Tried ordering on your website it wouldn’t accept the offer code which was frustrating enough, then I called and spoke to your agent Julie who was very pleasant and professional but could not fix the problem either. Not impressed.”

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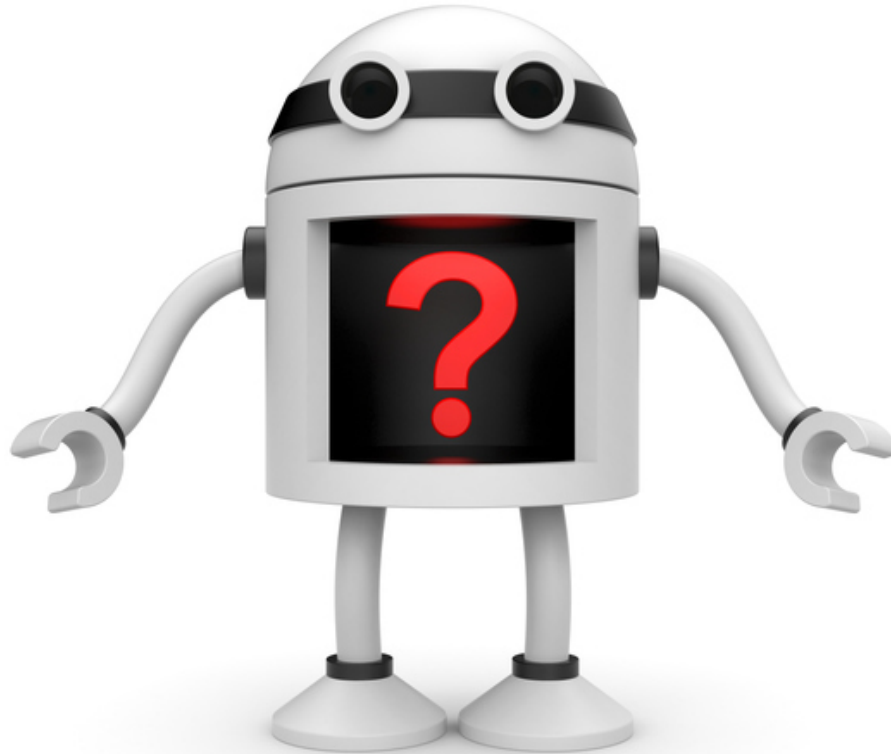
Dynamic Open Text Question Types



Market Research in 2019

- 
- Self-Serve research
 - **Mobile and in-the-moment** feedback
 - Multimedia insights
 - Increase in conversational technology
 - **Increase in automation**, machine learning and AI

Questions



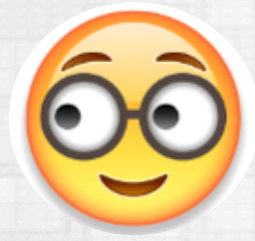


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Take our **fun survey** to find out
which **MR Emoji** you are!

Thank You

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Miguel.Ramos@confirmit.com

