

# Insights as a Service:

Using an Insights Engine  
to Fuel UX Research

PRESENTED BY



# Speakers



**Jenni Bruckman**

VP Customer Success + Strategic Partnerships



**Brian Cahak**

Managing Director, Digital Growth & Marketing Operations



# Agenda

- 1. Demand for Insights**  
Current State & Challenges
- 2. The Insights Landscape**  
Generative + Evaluative Research
- 3. The Future At Scale**  
Connecting Insights as a Service

# Demand for Insights

## Current State & Challenges

90%

Of **consumers demand** more **authentic and purposeful** experiences, shows Accenture research.

Source: Accenture Research

74%

Of **companies are trying** to be more **agile and resilient** to respond to the shifting market.

100M

Number of **research pros needed by 2050**, to accomplish the exponential growth in **demand for insights**.

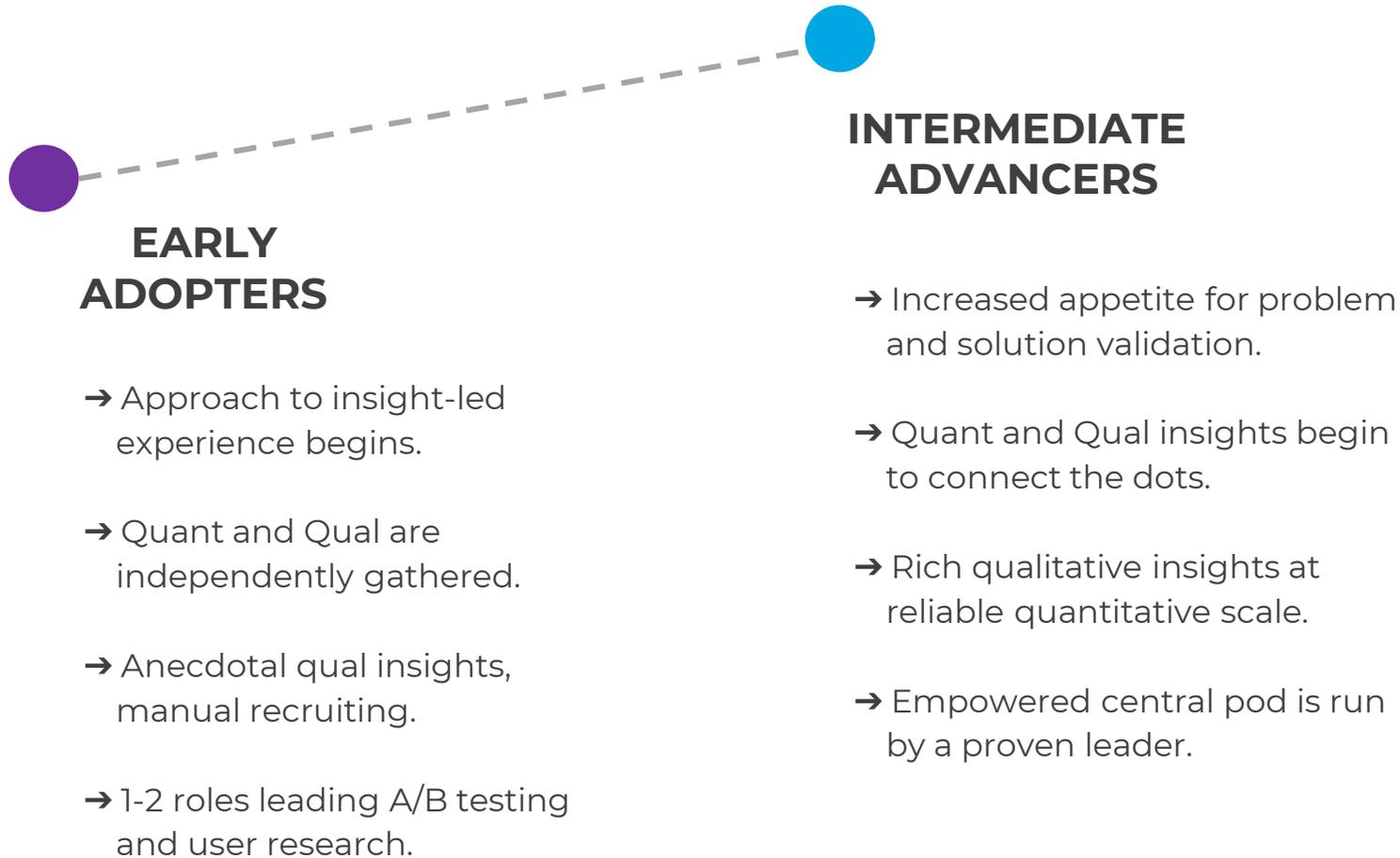
Source: [Nielsen Norman Group](#)

“ 2021 is the **‘Era of Agility’**, where the winning businesses will be the ones that **identify and respond to consumer needs more quickly** than their peer set. ”

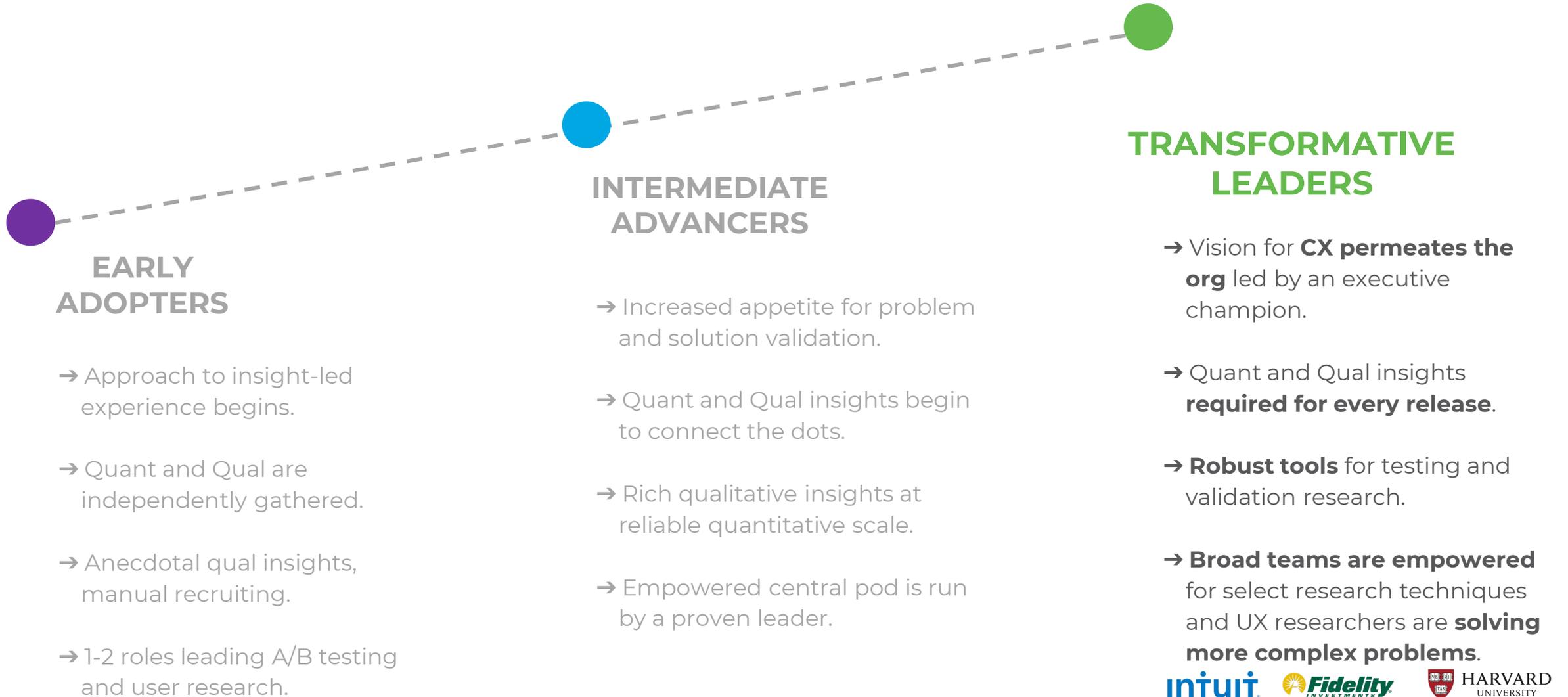
**Brian Cahak:** Managing Director,  
Digital Growth & Marketing Operations  
at Accenture Interactive



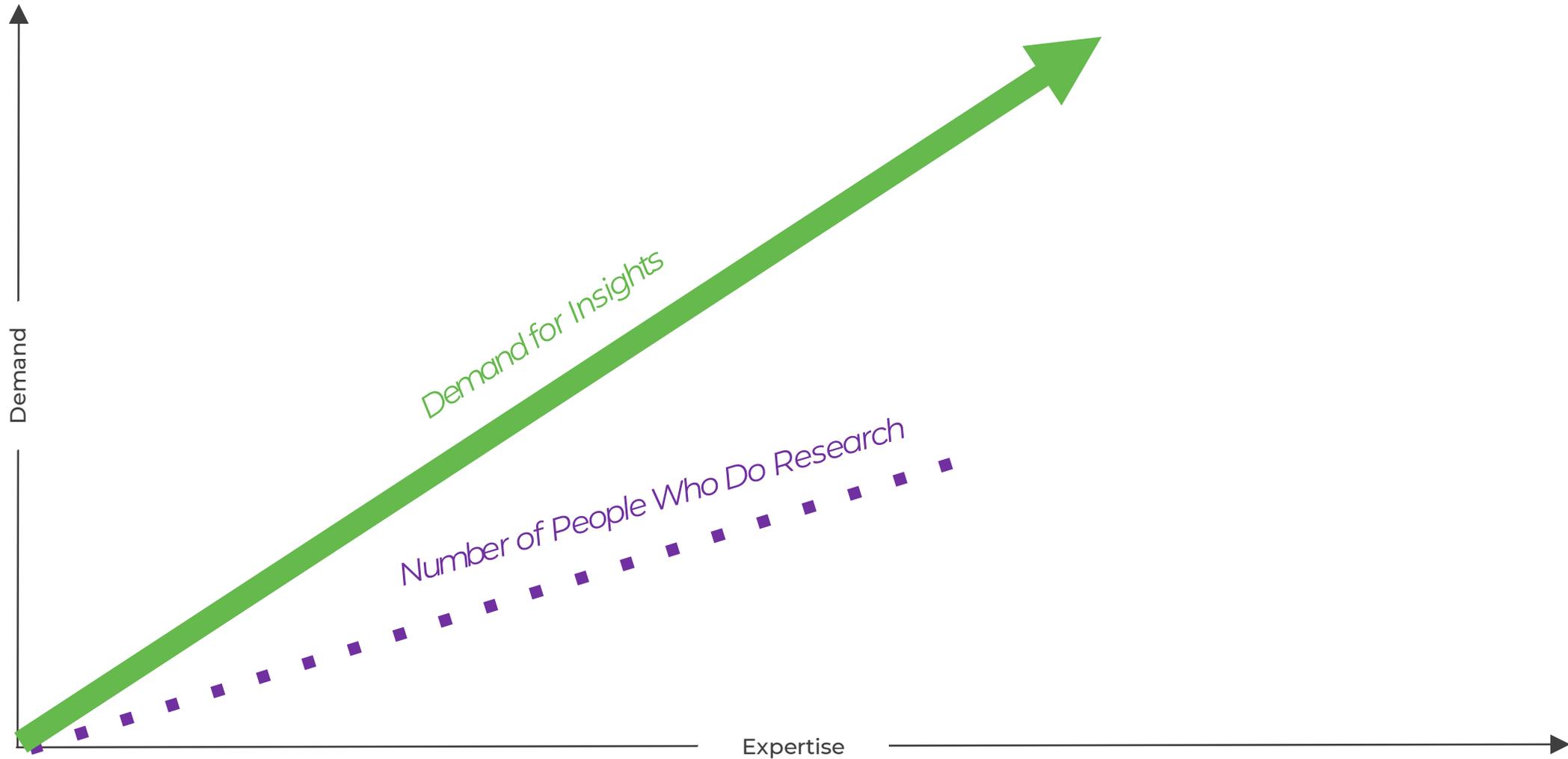
# The Next Generation of Insights



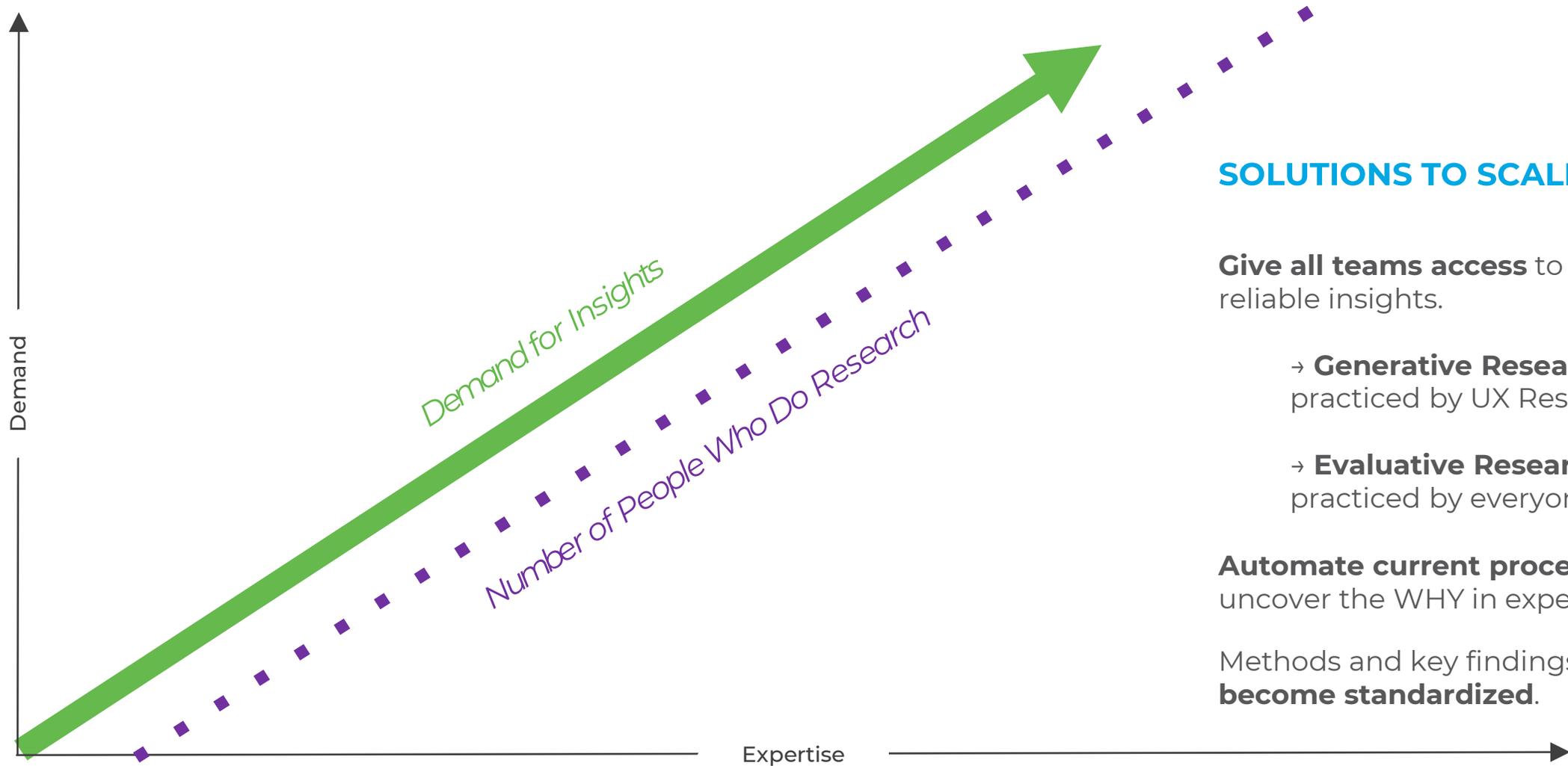
# The Next Generation of Insights



# The Challenge



# The Challenge + Solving for **Scale**



## SOLUTIONS TO SCALE

**Give all teams access** to gather reliable insights.

→ **Generative Research**  
practiced by UX Researchers

→ **Evaluative Research**  
practiced by everyone

**Automate current process** to uncover the WHY in experiences.

Methods and key findings **become standardized.**

# The Insights Landscape

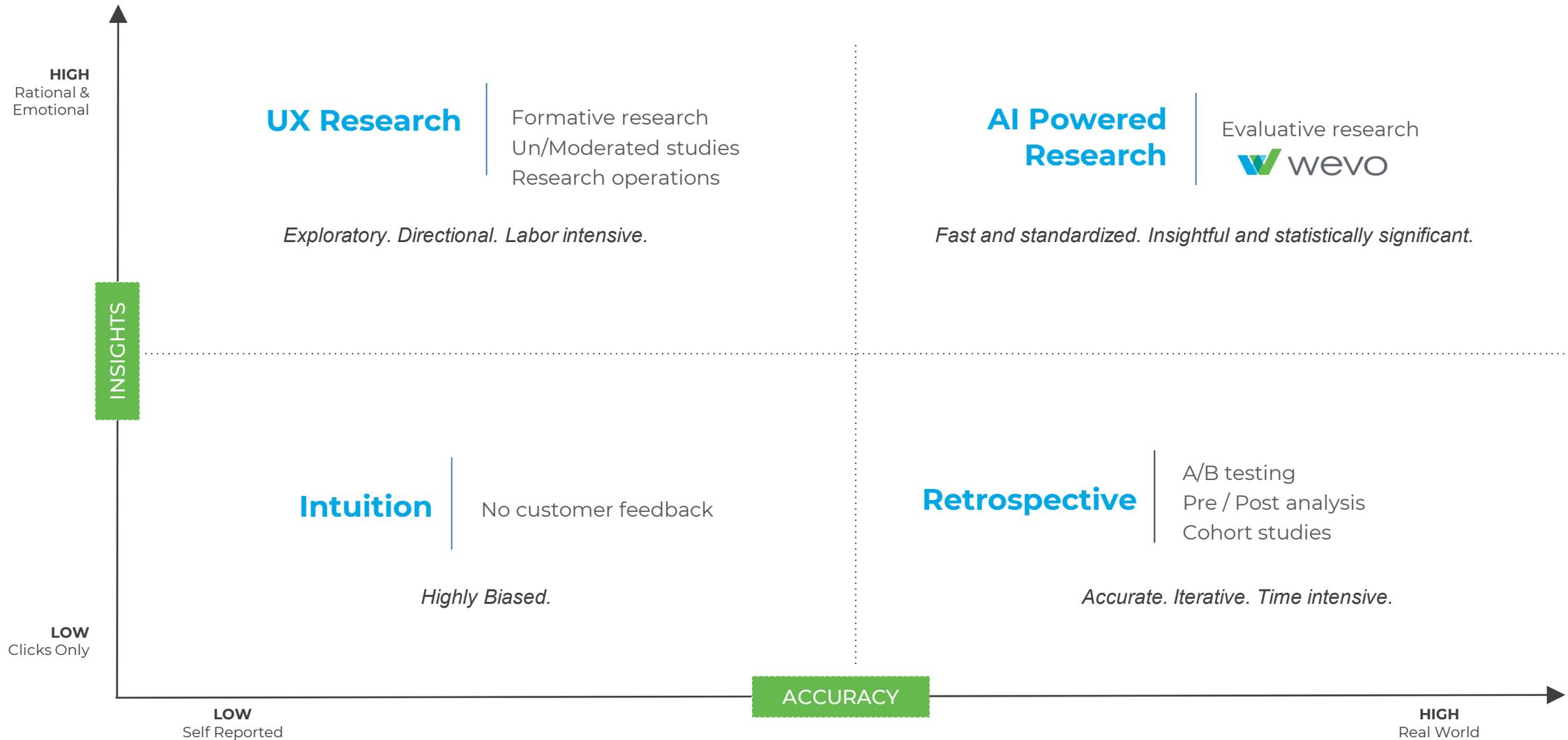
Generative + Evaluative Research

“ *Hiring smart teams is the first step -- giving them **easy access** to **reliable insights** is what will **fuel their innovation.*** ”

**Jenni Bruckman:** VP Customer Success  
+ Strategic Partnerships at WEVO



# The Insights Landscape



# Introduce **Evaluative Research** with Human-Augmented AI

**Prepare**



**Execute**



**Analyze & Share**



Expedite  
recruitment



Simplify study  
design



Run asynchronous  
studies



Automate  
analysis



Streamline  
socialization

# AI Speeds Up UX Research

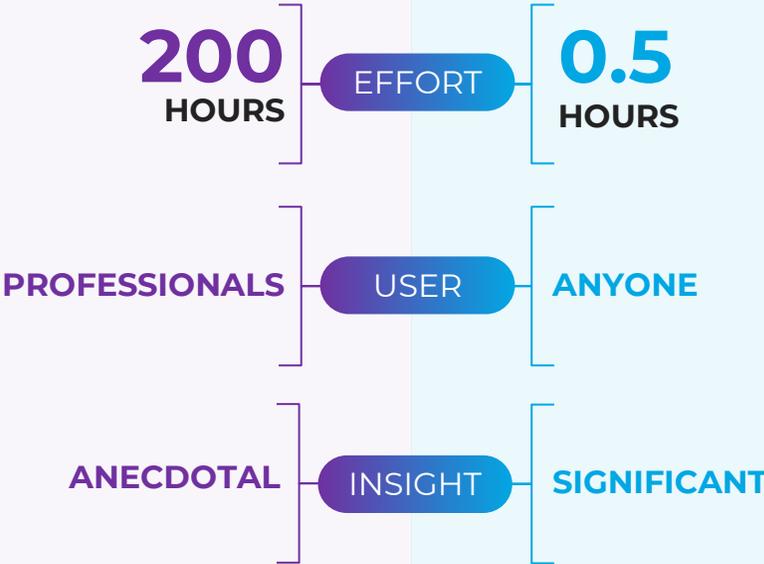
## TRADITIONAL USER RESEARCH



### Researcher

Manually execute all steps in the process.

- 1 PREPARE RESEARCH PLANS**  
Methods, technology, recruit specifications, interview guidelines and survey questions.
- 2 PERFORM INTERVIEWS**  
Moderated research methods require a **consistent moderator performs each interview.**
- 3 REVIEW QUOTES & VIDEOS**  
Unmoderated methods require a **consistent researcher to watch hours of video and review pages of quotes** to separate the valuable feedback, which is qualitative only.
- 4 SUMMARIZE INSIGHTS**  
**manually cleanse, organize and categorize** for key insights, which are **anecdotal, not statistically significant.**



## AI POWERED EVALUATIVE RESEARCH



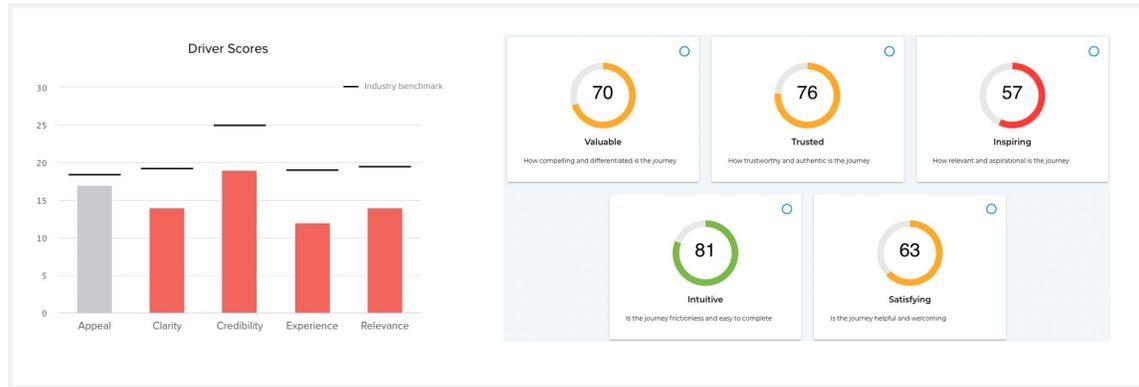
### People Who Do Research

Identify test and review results.

- 1 SELECT TEST ASSET AND AUDIENCE**  
 **PROVISIONS PANEL AT SCALE**  
**AI SCORES EXPERIENCE**  
**GENERATES INSIGHTS**
- 2 REVIEW RESULTS**

# Different lenses of insights

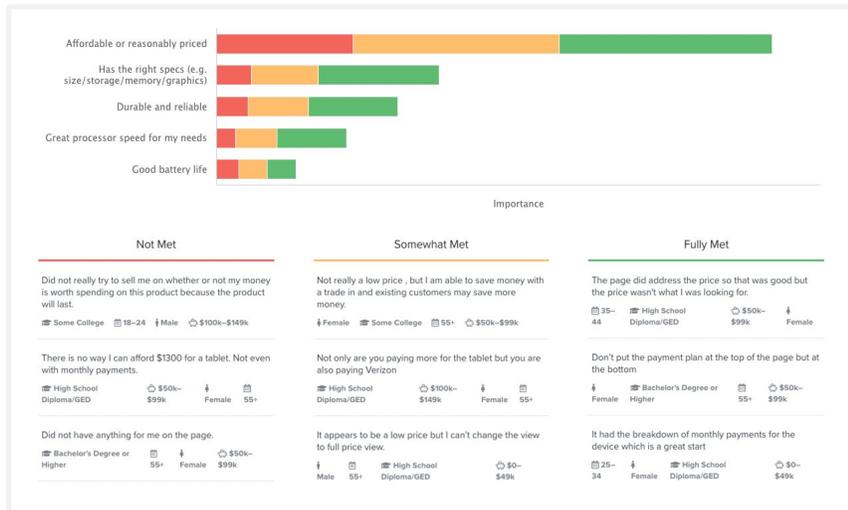
## BENCHMARKED DRIVERS & DIAGNOSTICS



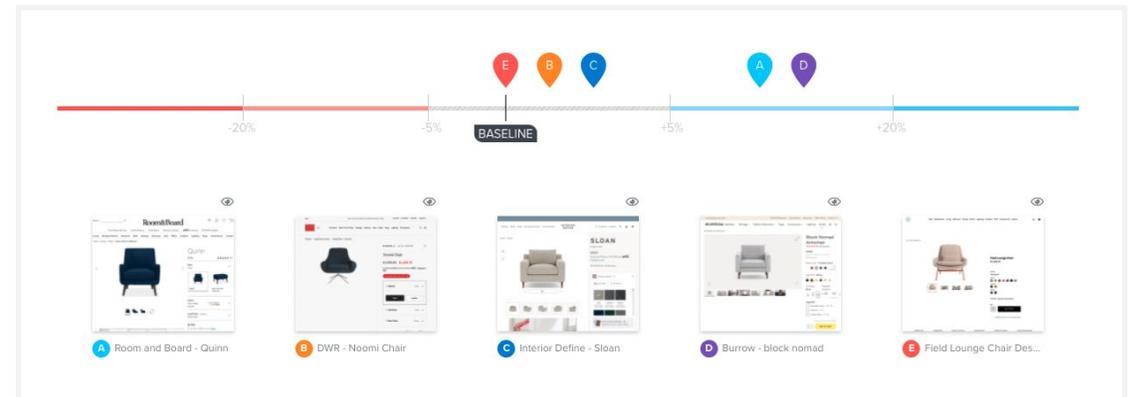
## GEOGRAPHIC ANALYSIS



## EXPECTATIONS



## COMPARE



# Use cases to apply **evaluative research**



**Page**  
A single page. Live or a design.



**Compare Pages**  
Analyze and compare multiple pages (up to 6)



**Journey**  
A sequence of multiple pages. Live or a prototype.



## **PROBLEM DISCOVERY**

**Pinpoint WHY** people are not engaging or converting.



## **SOLUTION VALIDATION**

**Determine what works**, what doesn't and why.



## **CONCEPT COMPARISONS**

Validate concepts and prototypes **before going live.**



## **COMPETITOR COMPARISONS**

**Learn from competitors'** strengths and weaknesses.



## **JOURNEY OPTIMIZATION**

Understand the user's holistic **experience journey.**



## **CROSS-CHANNEL DISCOVERY**

Strengthen your roadmap **across digital channels.**

## **ACROSS DIGITAL EXPERIENCE ASSETS**

Prototypes or live experiences | Mobile or desktop | Ads, Emails, Web pages | Owned or Competitor sites

# The Future At Scale

Connecting Insights as a Service

# Insights as a Service

*Generative Research*  
**practiced by**  
**UX Researchers.**



**THE MILE DEEP:**  
Formative research  
Un/Moderated studies  
Research operations

# IaaS

*Evaluative Research*  
**practiced by**  
**EVERYONE.**



PRODUCT



MARKETING

**THE MILE WIDE:**  
Human-Augmented AI  
Statistically Significant  
Fast + Insightful



CONTENT



CRM

# IaaS

***Insights as a Service** empowers teams to **share responsibility** for the **customer journey**.*

*All teams become **People Who Do Research**.*

## FROM REACTIVE TO **PROACTIVE TRANSFORMATION**



### **Reduce risk** by:

- **Comparing concepts** before launch
- **Comparing competitors** to owned experiences
- **Measuring journeys** across digital channels



### **Accelerate impact** by:

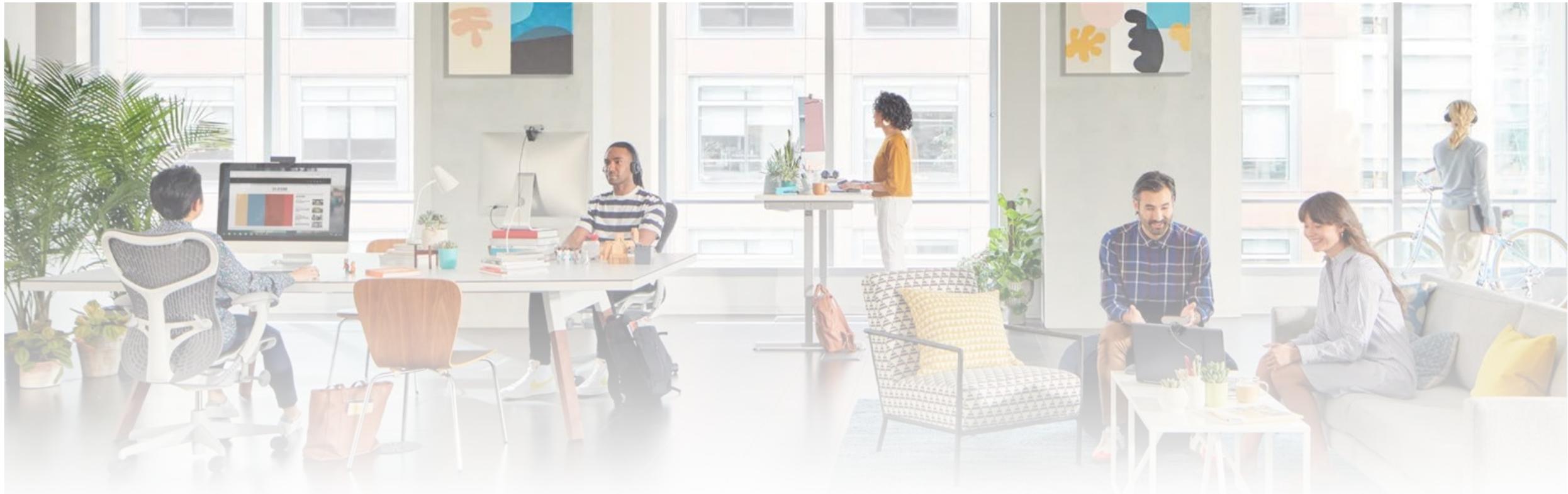
- **Validating problems** and solution hypotheses
- **Investing build time** in tested and proven solutions
- **Establishing governance** and **process** as foundations



### **Democratize insights** by:

- **Advocating all teams** lead with insights
- **Choosing a tool** with standardized methods for reliable results
- **Identifying an exec** to champion CX

“ *Insights isn't a thing one does.*  
***It's how you all do things.*** ”



# Thank you!



## Questions? Please reach out!

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