

Unlocking deeper insights: AI at Yonder Data Solutions

Artificial Intelligence (AI) has taken the world by storm in the past year, driven by advancements in technology, such as generative AI tools like ChatGPT. Its impact extends beyond business services, infiltrating our daily lives. With the proliferation of AI across the globe, we are at the forefront of a new era.

To put it simply, AI is the science of enabling machines to think like humans. As market researchers, we can harness AI in numerous ways to enhance the way we undertake research.

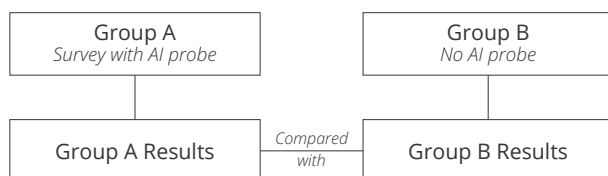
One of the ways we've used AI is through a partnership with Nexxt Intelligence, using their inca platform's probing capabilities. This inquisitive natural conversation agent is purpose-built for market research. We use this tool to probe respondents' answers to open-ended questions, providing our clients with deeper and richer insights.

Case study

To put the tool to the test, we ran a pilot study with our UK omnibus. We used the tool for 500 respondents and compared their responses to those who did not receive the probe.

The question we asked was:

How is the cost-of-living crisis and high inflation rates affecting you?



Here are our key findings:

1.4

Overall, the inclusion of the probe resulted in respondents providing at least one extra reason (1.4) for how the cost-of-living crisis / high inflation rates have affected them. This trend was consistent across all subgroups.

19%

An additional 19% of the sample mentioned they altered their behaviour when probed. Reducing expenditure, having to cut back / be more careful (+5%), altering food shopping behaviours (+7%), and reducing energy expenditure / consumption (+6%) were behaviours with the biggest uplifts.

7%

A further 7% of the sample cited key issues that were causing problems. Notably, issues related to food costs / affordability / having to spend more on food (+8%) were the problems with the biggest uplift.

20

Following the probe, there were 20 specific reasons cited by at least 5% of people vs. 15 reasons without the probe.

Conclusions

The pilot study made it abundantly clear that the AI probing tool yields a greater volume of specific data consistently across all subgroups that we analysed compared to the respondents who were not probed on their initial response.

If you would like to explore a demo of this tool, click [here](#).

Contact us

For more information or to receive a copy of the data, please get in touch at:

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