Bilendi

How AI revolutionises qualitative research

TODAY’S SPEAKERS

DANIEL CUNILL ROMERO

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Sales Director, Qualitative Solutions

OVERVIEW OF BILENDI DISCUSS

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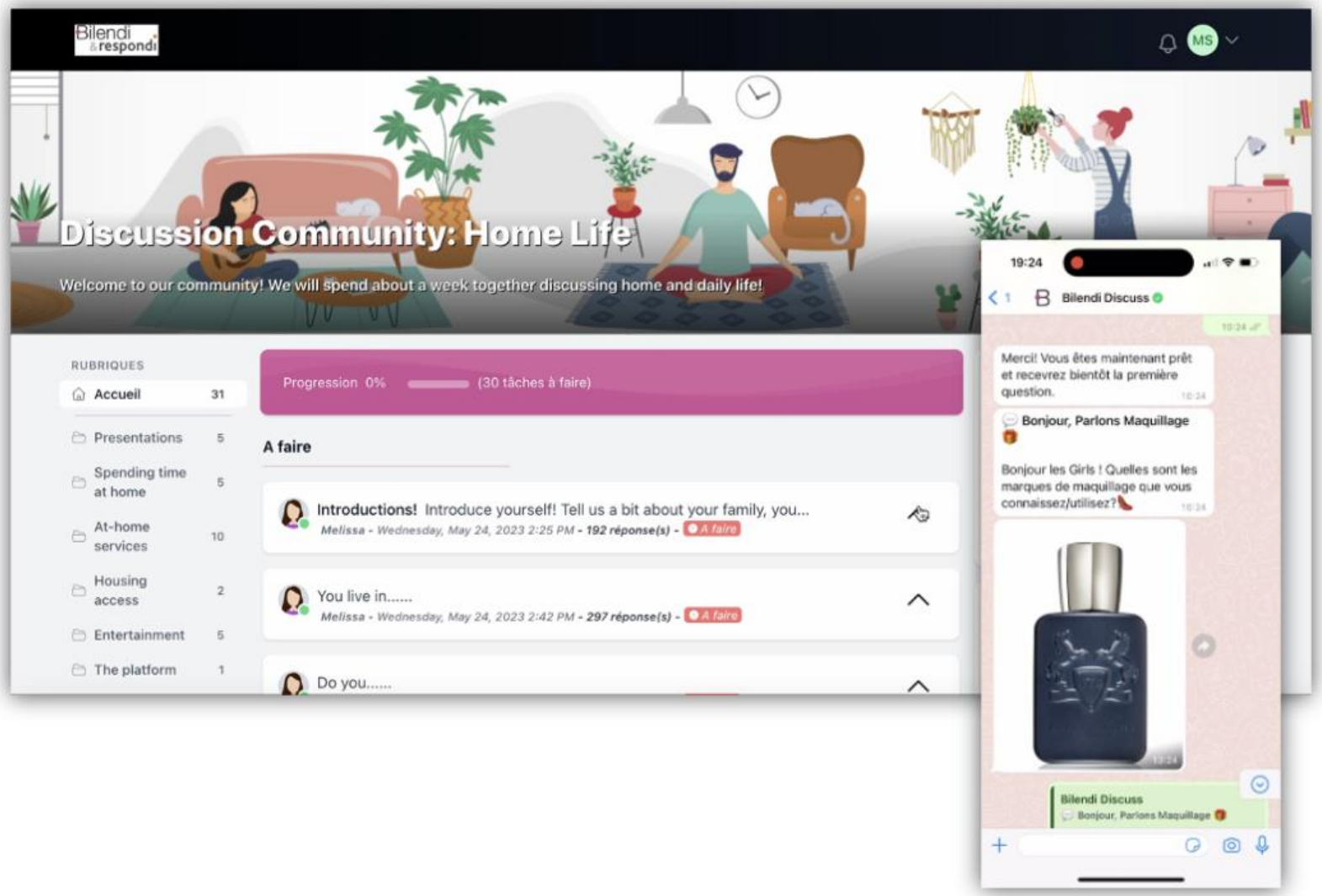

Award-winning platform

Easy to use = time savings

Cost-efficient + quality

Built for qual, by qual

No additional software or apps

Individual or collaborative studies

MRS/ASC AWARD FOR THE B... TECHNOLOGY INNOVATION
WINNER
MRS AWARDS 2021
Bilendi

OVERVIEW OF QUAL METHODS

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Messaging App

One-to-one
Synchronous or Asynchronous

Online IDI studies
Netnographic studies
Real-time event feedback
“Watch parties”
Consumer diaries

Web Portal

One-to-one or collective
Synchronous or Asynchronous

Online focus groups
Collective brainstorming
Media studies / programming feedback
Usage and attitudes studies

WHAT BARI KNOWS
(Bilendi Artificial Research Intelligence)

AI IN QUAL: FROM START TO FINISH

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AI can support us in research, every step of the way.

It is not intended to 'replace' a human researcher, but it is intended to **become our partner** at every stage of the study process –

provided that the AI is a good partner!

WHAT MAKES A GOOD PARTNER?

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AN AI WHO KNOWS THE MR ROPES

AI AT A CLICK

YOU KEEP CONTROL

FIRST THINGS FIRST: STARTING SIMPLE

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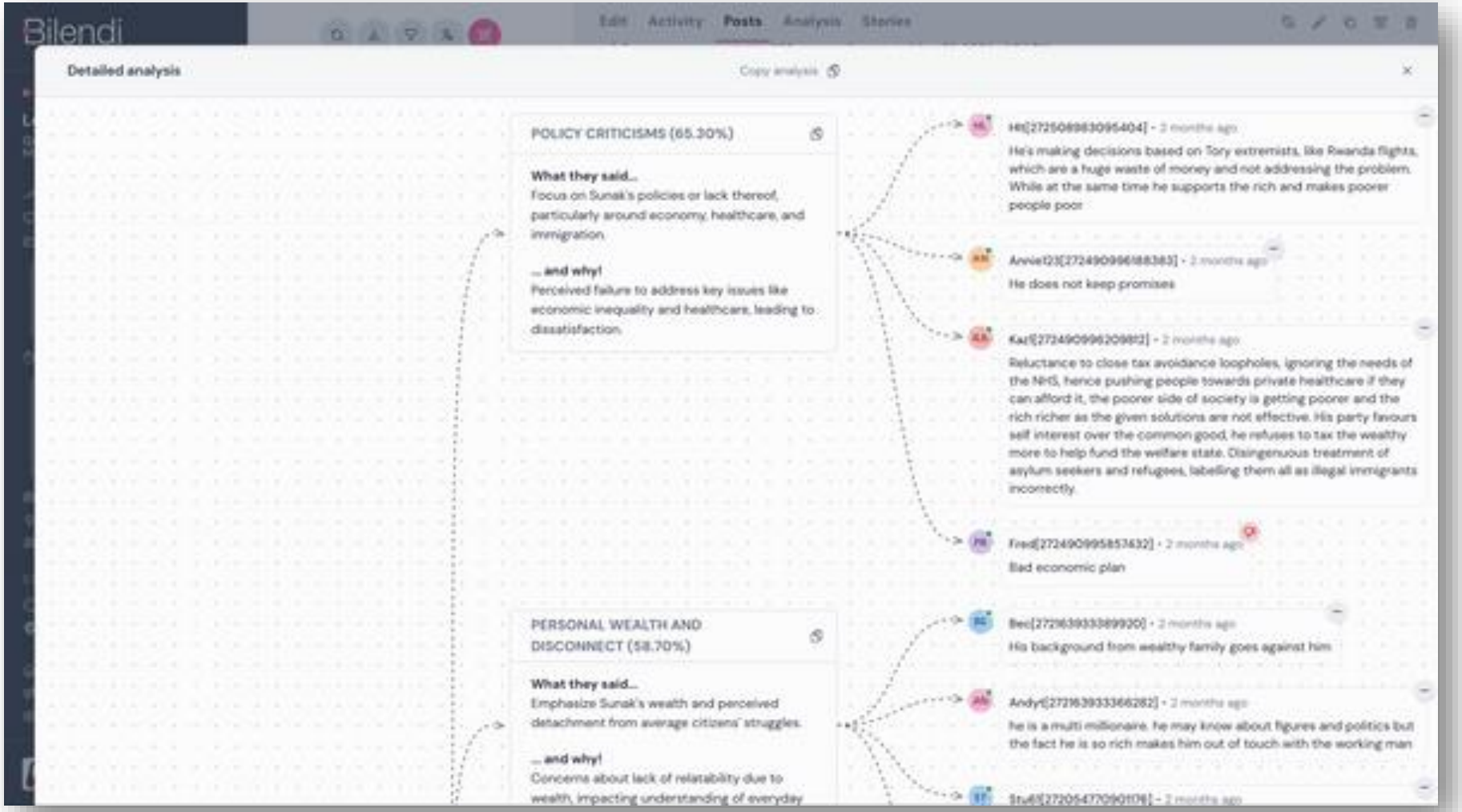
BARI began by intervening where the work to be done was closest to what AIs already knew how to do:

Translations and transcriptions

Summaries and typologies

BARI ANALYSES: SUMMARIES AND TYPOLOGIES



Task Analyses

Quick summary of results

Key ideas highlighted

Typologies generated with:

Percentage of participants expressing the view

+

Supporting verbatims

BUT BARI DIDN'T STOP THERE!

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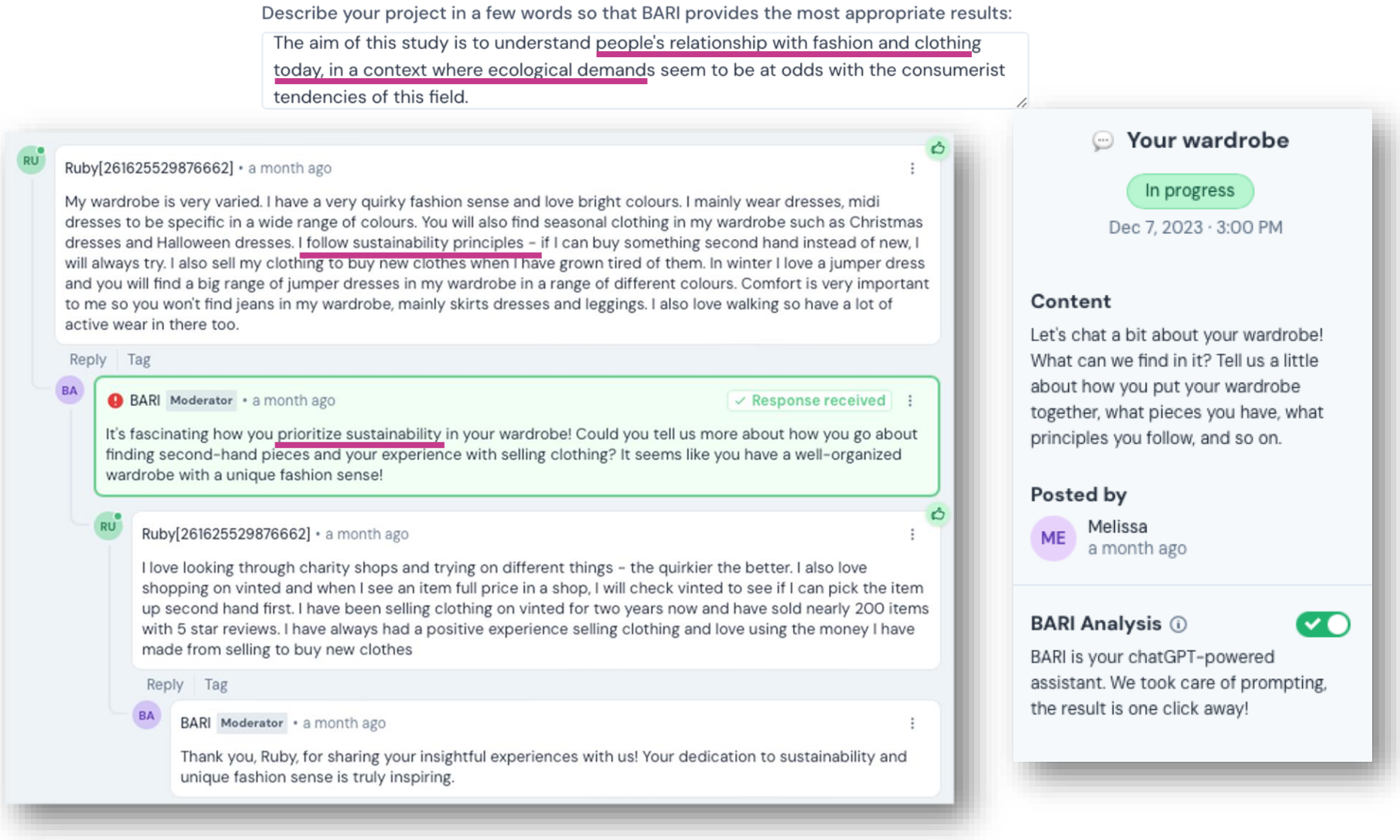
BARI's skills were then extended to tasks where **business expertise and sensitivity to context** play a key role:

Moderating, in empathy with respondents and in line with study objectives

Drafting a discussion guide in line with best practices.

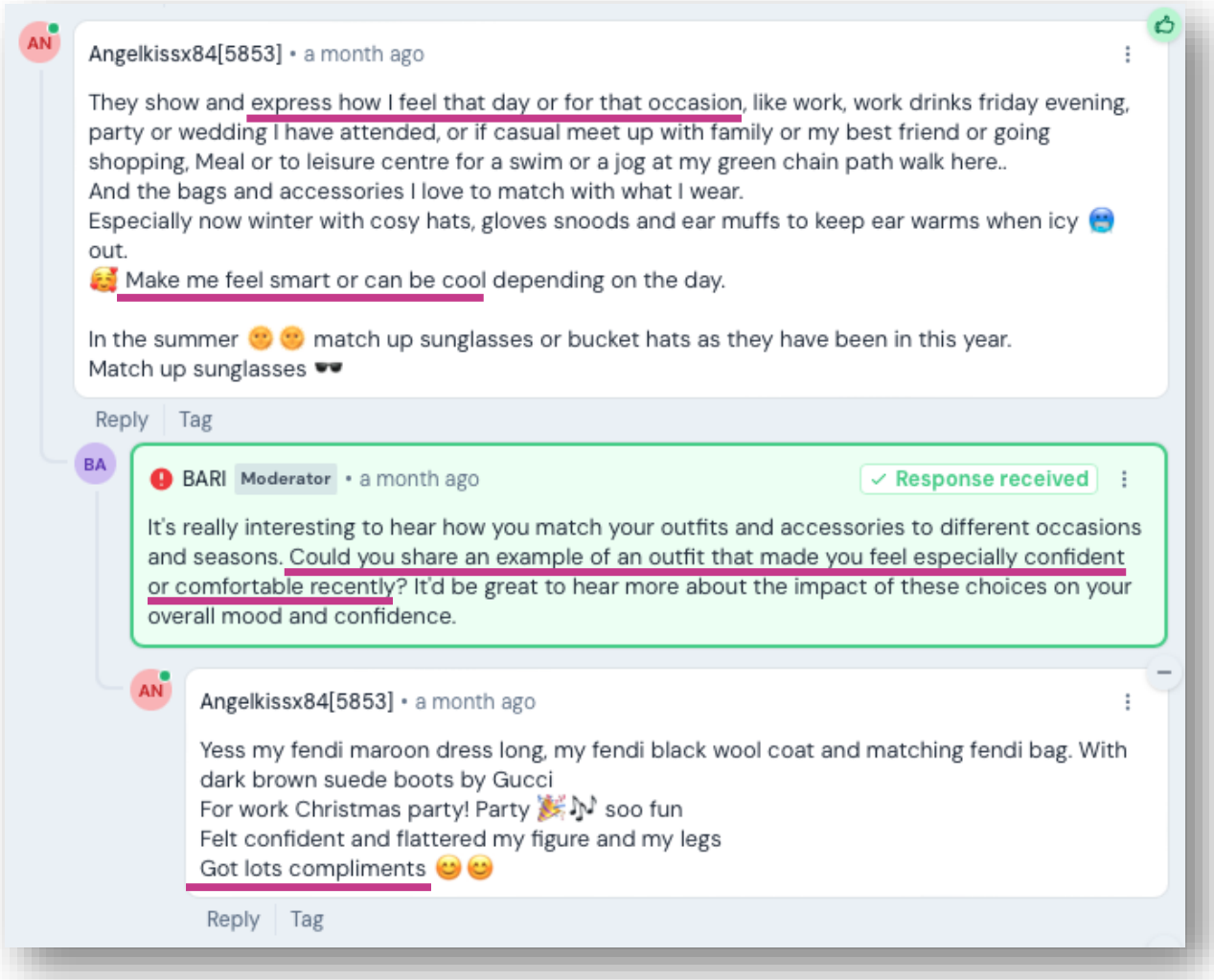
BARI MODERATION: THE RESEARCHER'S PERSPECTIVE

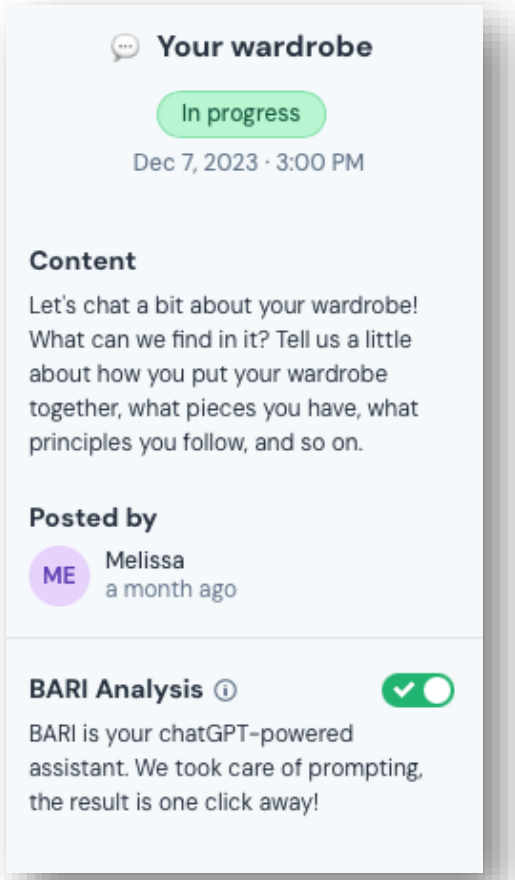
BARI orients follow-ups according to the **question and study objectives**



BARI MODERATION: THE PARTICIPANT'S PERSPECTIVE

BARI orients via **natural language processing** to understand what is important to the participant

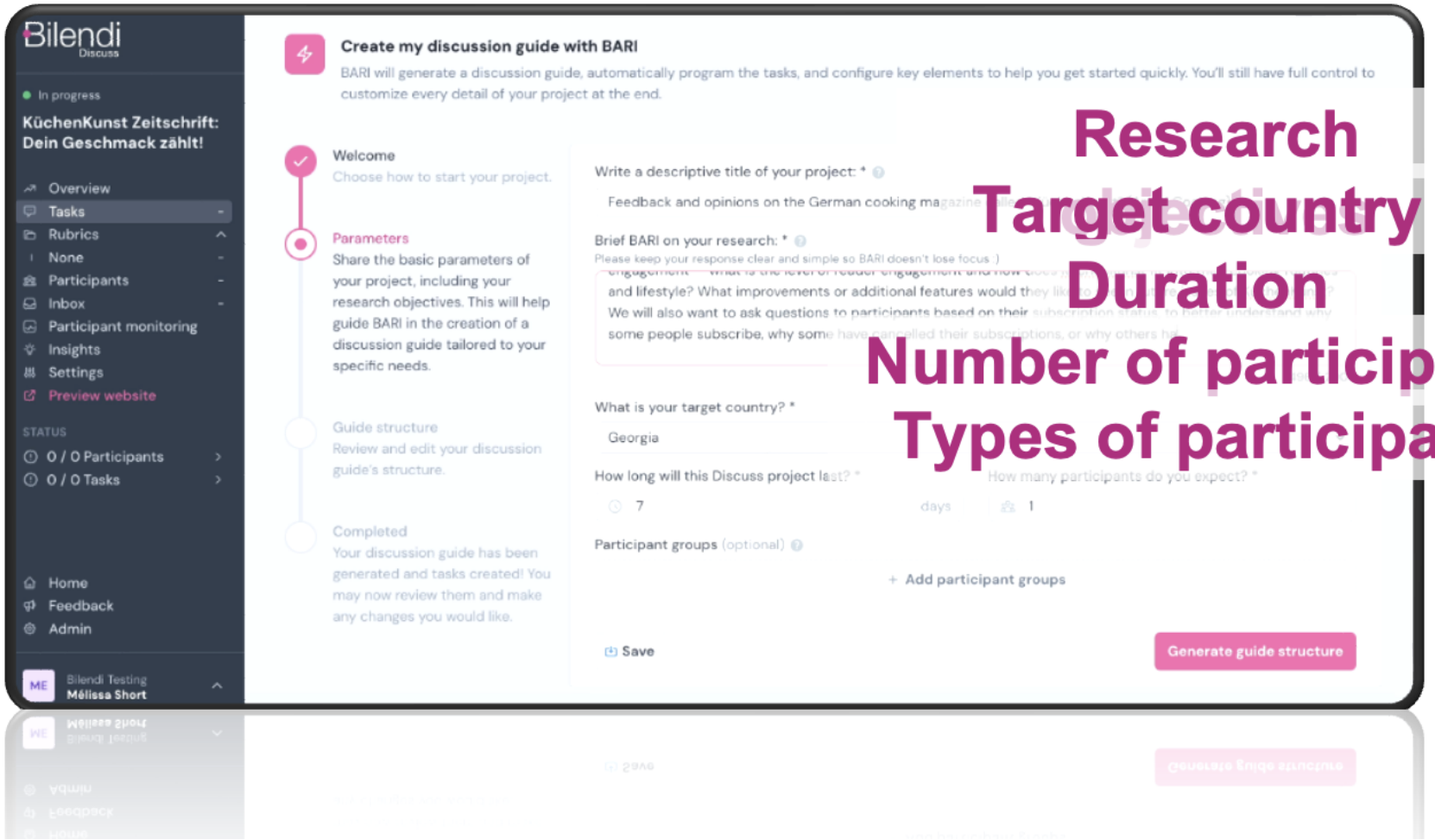




BARI GUIDE: IN THREE EASY STEPS

Bilendi

Step 1: Brief BARI



Research
Target country
Duration
Number of participants
Types of participants

BARI GUIDE: IN THREE EASY STEPS

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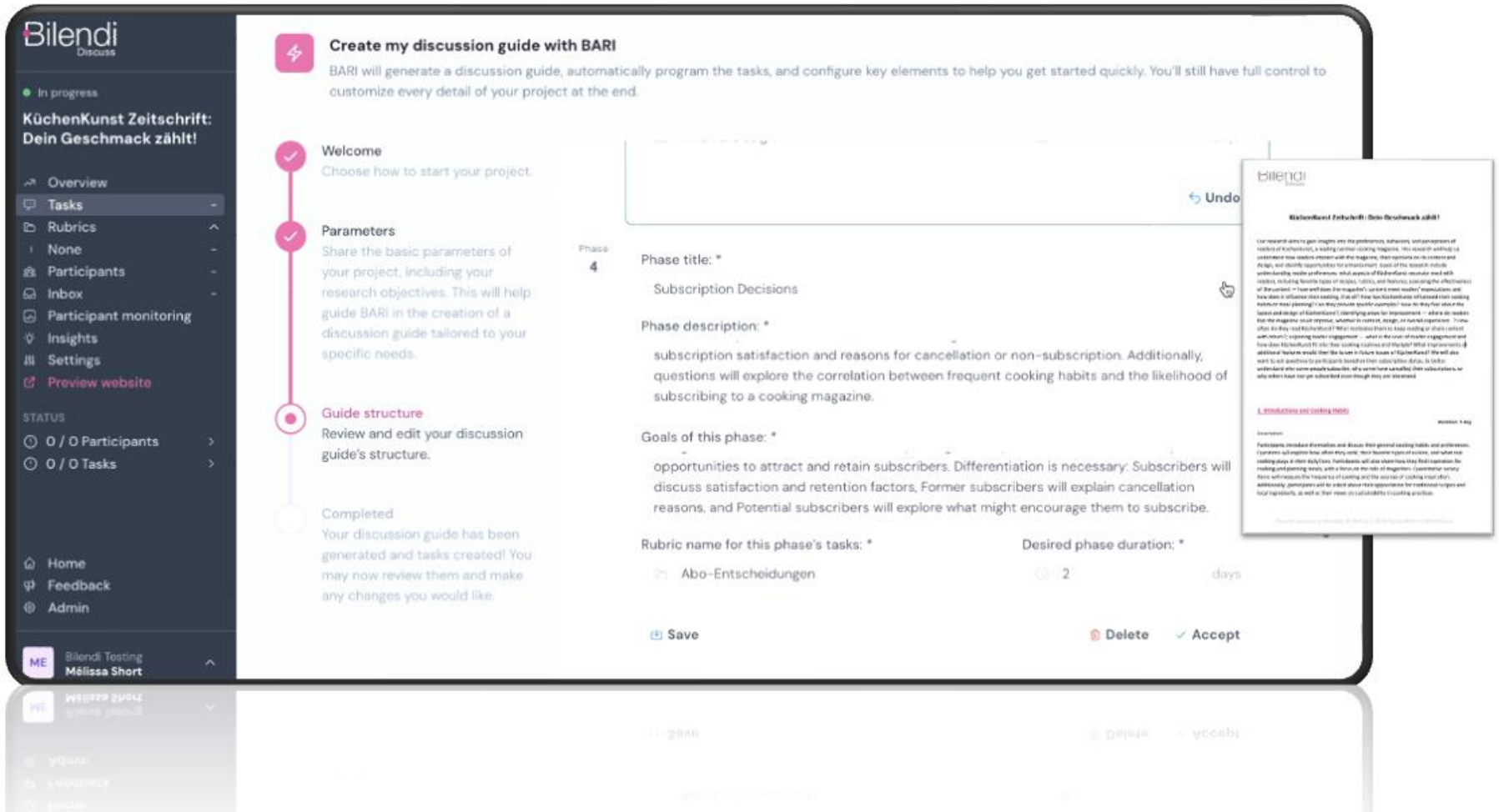
Step 2: Review your guide's structure



BARI GUIDE: IN THREE EASY STEPS

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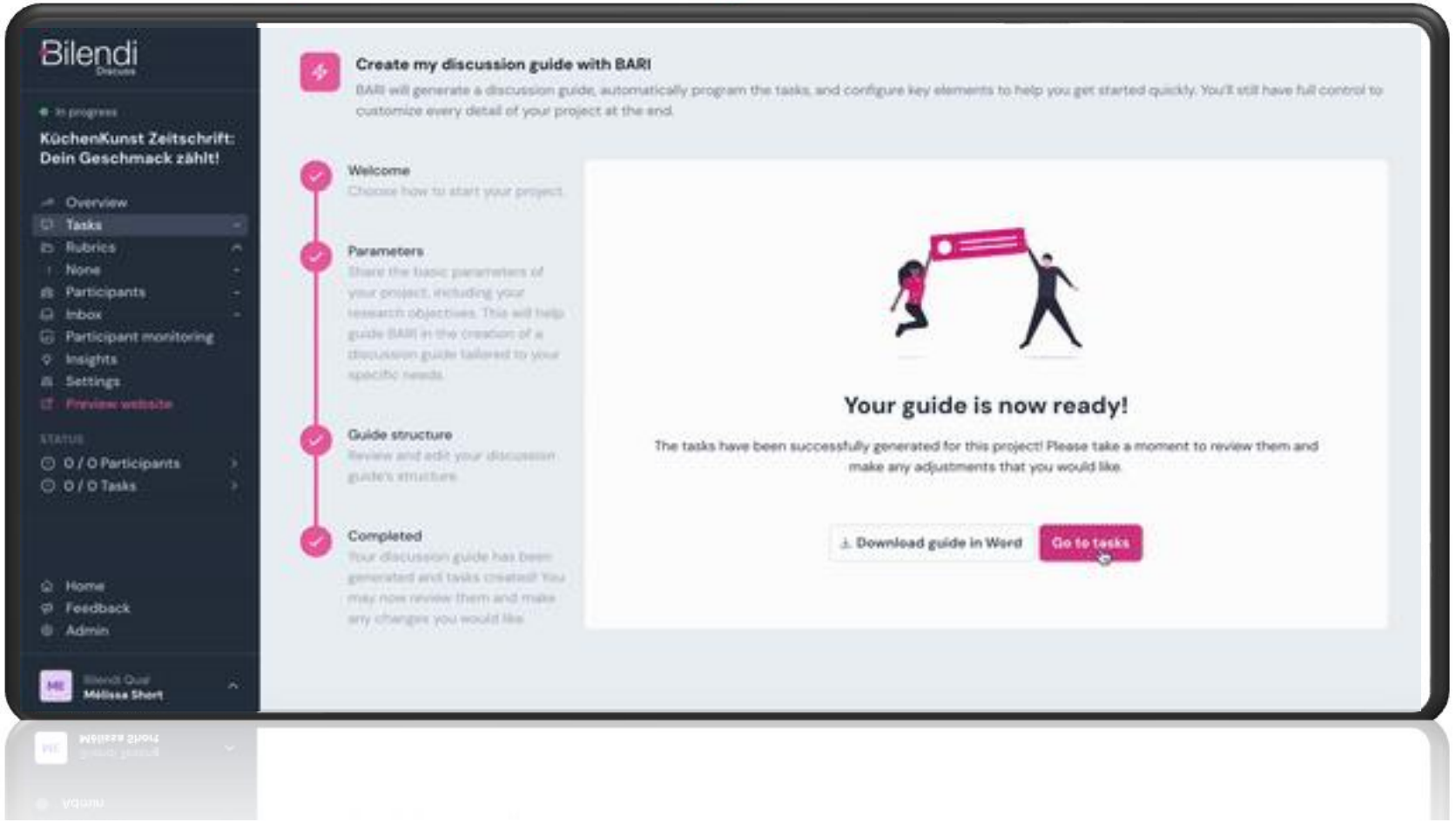
Step 3: Review your final tasks



BARI IS WITH YOU ALL THE WAY!

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BARI has now taken the next step and is able to **prepare a PowerPoint report** for the study.

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Galaxy S24 Series

Galaxy AI ✨ is here

SAMSUNG EUROPE'S INSIGHTS COMMUNITY

- **Core value:** Drive for innovation
- **65** insights professionals across **41** markets
- **Key WoW:** Building 'workstreams' across markets

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DEFINING THE PLAYGROUND

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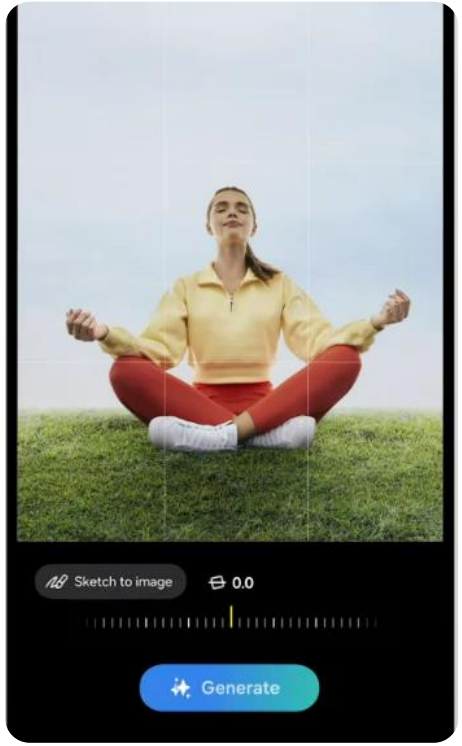
- **Use Case:** Galaxy AI ✨
- **Samsung's latest innovation:** AI-powered features built into Galaxy devices, designed to make everyday tasks faster, easier, and fun
- **Knowns**: Who + diagnostic data
- **Unknowns**: associations, motivations, drivers & barriers of usage, satisfaction and more
- Learnings to **fine-tune our comms**

Examples of Galaxy AI

photo editing



advanced websearch

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FROM BRIEF TO GUIDE: FAST-TRACK SETUP

SAMSUNG
Consumer & Market Insights

Project Objectives

We would like to broaden and deepen our understanding of some key aspects of Samsung Galaxy AI and its adoption and usage among the Samsung customer base. In order to do so, the research should focus on Samsung customers that possess a smartphone with Galaxy AI functionalities already installed. The following key aspects involving Galaxy AI and its individual features should be explored:

General perception of Mobile AI (i.e. AI being used to enhance smartphone experience)

- What is the general attitude towards AI?
- What is the attitude towards an increased availability of AI functionalities on smartphones?
- What are the pains and gains? Perceived benefits and drawbacks?

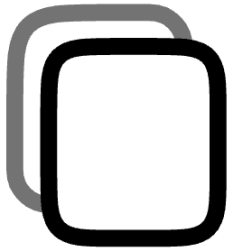
Adoption and Awareness

- Explore how users discover and learn about Galaxy AI features
- Understand the narratives and personal experiences that lead to the adoption of Galaxy AI functionalities
- How is Galaxy AI perceived by Samsung users (as opposed to AI in general)?

Usage Patterns

- Uncover detailed user stories and contexts in which Galaxy AI features are deployed
- Identify which Galaxy AI functionalities integrate seamlessly into daily routines and which do not.

Copy & Paste



Schreiben Sie einen beschreibenden Titel für Ihr Projekt: *

Galaxy AI Insights – Switzerland (DE)

Informieren Sie BARI über Ihre Forschung: *

Bitte halten Sie Ihre Antwort klar und einfach, damit BARI den Fokus nicht verliert :)

- challenging to use these AI features and/or do not see the benefit in them

We would like to broaden and deepen our understanding of some key aspects of Samsung Galaxy AI and its adoption and usage among the Samsung customer base. In order to do so, the research should focus on Samsung customers that possess a smartphone with Galaxy AI functionalities already installed.

General perception of Mobile AI (i.e. AI being used to enhance smartphone experience)

- What is the general attitude towards AI?
- What is the attitude towards an increased availability of AI functionalities on smartphones?

Adoption and Awareness

- Explore how users discover and learn about Galaxy AI features

Usage Patterns

- Uncover detailed user stories and contexts in which Galaxy AI features are deployed continuously, i.e. the use of a certain function becomes a habit
- Uncover stories (if possible) why users stopped using selected Galaxy AI functions
- Identify if at all and how often customers execute certain tasks on their mobile phones (e.g. web search, foto editing, text translations, translation of single words etc.)
- Identify which competitor apps they use for certain tasks

User Experience

- Gather in-depth feedback on user satisfaction to Galaxy AI features
- Gather in-depth feedback on user experience to Galaxy AI features, with a specific view on barriers to usage
- Identify specific pain points or areas for improvement based on personal user experiences
- Better understand specific use cases for Galaxy AI features to understand when, how, and why people use these features in their lives

1978 / 2000

brief

Was ist Ihr Zielland? *

Schweiz

Wie lange wird dieses Discuss-Projekt dauern? *

8 Tage

Mit wie vielen Teilnehmern rechnen Sie? *

300

fieldwork; n

Teilnehmergruppen (optional)

Name der Gruppenkategorie: *

user typology

In welcher Beziehung stehen die Forschungsziele für diese spezifische Kategorie zum allgemeinen Forschungsziel? *

Gruppennamen: *

1.	users	samsung clients who already use some AI features on their mobile on a more regular basis
2.	non-users	samsung clients who do not use AI features on their mobile as of now
3.	lapsed uers	Samsung client who have used Galaxy AI but stopped using it

subgroups

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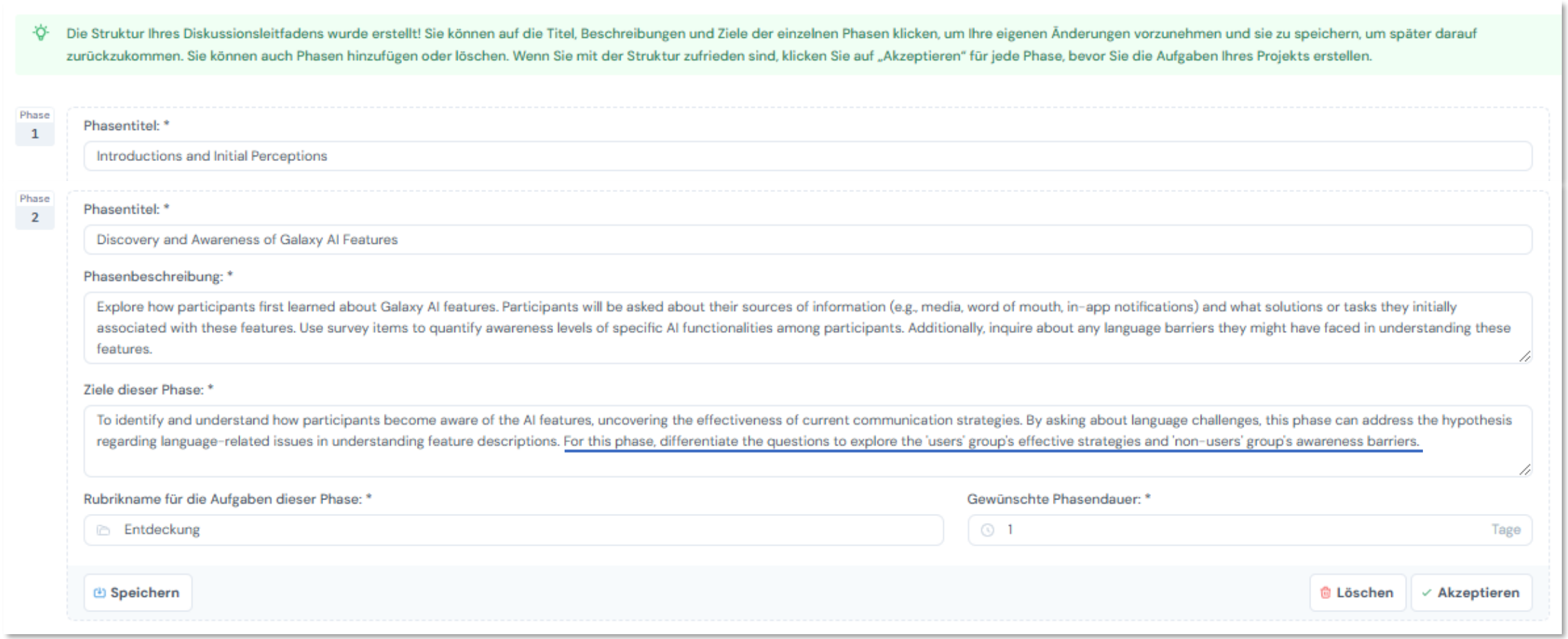
FROM BRIEF TO GUIDE: FAST-TRACK SETUP



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FROM BRIEF TO GUIDE: FAST-TRACK SETUP

Phase 1
Phasentitel: *
Introductions and Initial Perceptions

Phase 2
Phasentitel: *
Discovery and Awareness of Galaxy AI Features

Phase 3
Phasentitel: *
Adoption Patterns and Habit Formation

Phase 4
Phasentitel: *
User Experience and Satisfaction

Phase 5
Phasentitel: *
Exploration of Specific Use Cases and Opportunities for Improvement

Ihr Leitfaden ist jetzt fertig!

Die Aufgaben für dieses Projekt wurden erfolgreich erstellt! Bitte nehmen Sie sich einen Moment Zeit, um sie zu überprüfen und ggf. Anpassungen vorzunehmen.

Anleitung als Word-Datei herunterladen | Gehe zu den Aufgaben

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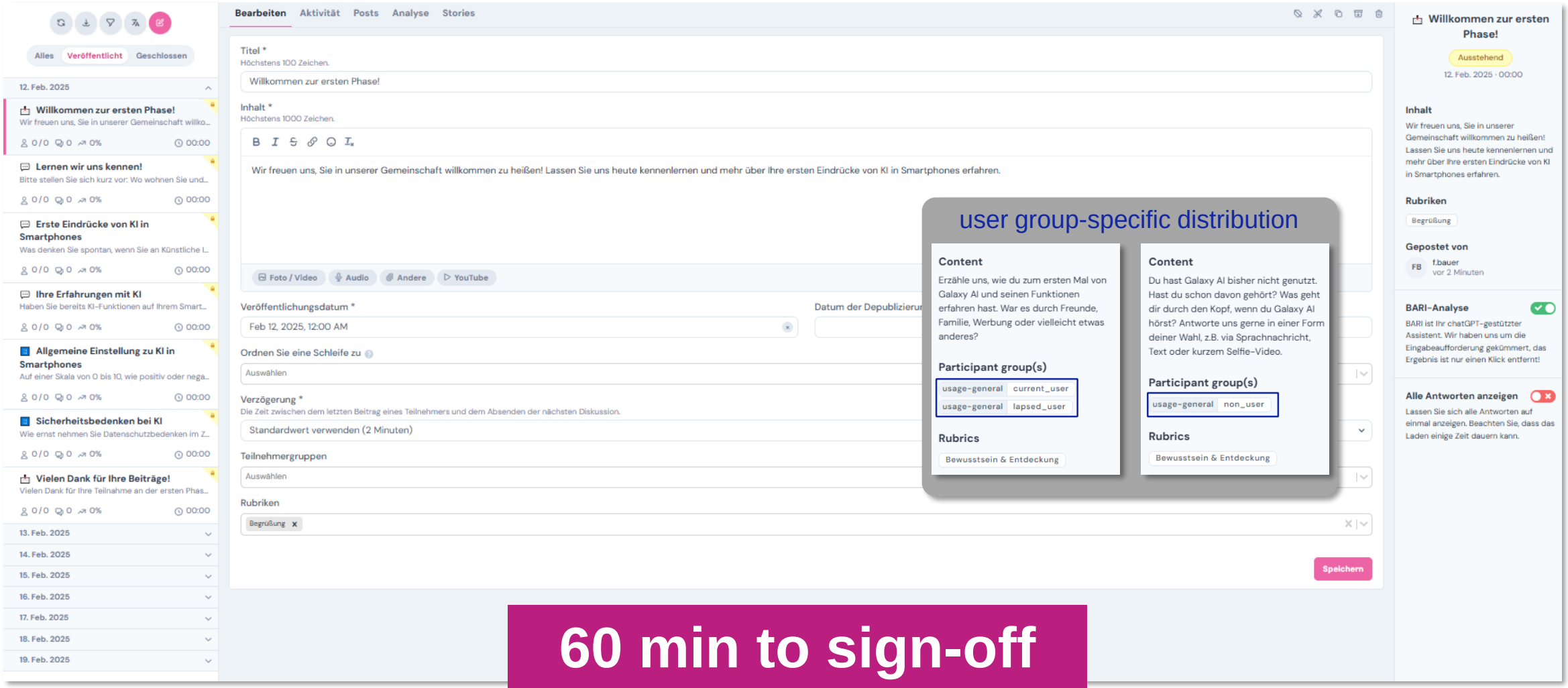
FAST-TRACK: CUSTOMIZATION & TRANSLATION



60 min to sign-off the entire project!

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SUMMARISING THE SETUP PROCESS

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BARI

Lets you skip the intro and get to the main part

Alleviates the burden of the blank page

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REAL TALK (!?): BARI'S ROLE IN MODERATION

- **Full AI Moderation:** No human interference - BARI managed all conversations independently
- **Human role:** Watching out for red flags
- **Adaptive Follow-Ups:** BARI decided when to probe, with intermediate intensity set for balanced engagement

NOTE ON MODERATION

- Meaningful & relevant
- **Good or Bad?:** BARI 'behaved well' and always stuck to the brief – possibly at the expense of exploring unplanned angles

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ANALYSIS: NAVIGATING A SEA OF MESSAGES

Quick Orientation: fast and well-balanced summaries with an overview of all/most themes

Bias for Action: BARI speaks marketing lingo and tries to derive conclusions and actions in each summary

Solid foundation: output is great starting point for manual review to increase understanding and add ‘thickness’

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FINDINGS AND LEARNINGS

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1. Confirmation and surprises regarding **usage scenarios of Galaxy AI functions**
2. Much clearer idea about who/what the **competition of Galaxy AI** is
3. Food for thought on how to **differentiate Galaxy AI** more clearly
4. Marketers love the **unfiltered ‘voice of customer’**
5. Promising way to **engage customers and stakeholders**

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FINAL REMARKS

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- BARI uses an LLM that is trained as a professional researcher, in terms of guide development, survey design, moderation and analysis
- It is a capable assistant who can support and enable Insight Professionals to run research that otherwise would not be possible
- It is a great mix of qual and quant - its strength lies at the intersection
- Depending on the topic, it does not replace a fully-fledged qual project, simply because a WhatsApp chat is not as in-depth as a face-to-face interview, but BARI follow up questions come close
- Bilendi Discuss is a great use case for what Ethan Mollick teaches us: it can serve as co-intelligence, but it performs best with human guidance
- But definitely a great colleague which opens up new doors and new ways of working & collaboration

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GET IN TOUCH

Bilendi

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Thank you!