

Hãy lên tiếng để được lắng nghe

> Hãy tham gia thảo luận để tạo nên sự khác biệt

THE
VOICE
OF THE CUSTOMER
VIỆT NAM



Artificial intelligence tsunami hits market research

Saigon's event for
Advertising, Digital, Marketing & Media
October 4th 2017 – Ho Chi Minh City





AI is gaining momentum - like a tsunami

- Artificial intelligence (AI) takes manual processes (often analytics) and automates them.
- AI uses algorithms (formulas!) and exponential (growing really fast) processing power.
- AI is an overused term that could also be described as hyperbole (bullshit)!
- It provides augmented intelligence thereby improving researchers.
- It provides faster, mostly better and eventually (once it hits critical mass) cheaper research.



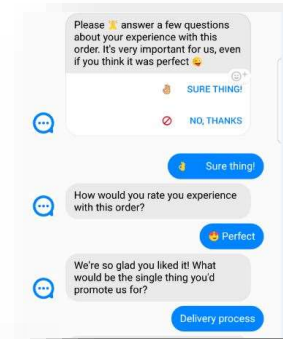
AI has been gaining momentum

2020

Voice angels



Chat angels



2017

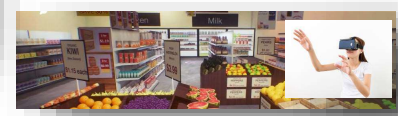
Predictive analytics



Pattern				Image				
1	0			0	1	0	1	0
1	1			0	1	1	0	0
				1	0	1	1	0
				1	1	0	1	1
				0	1	1	0	0

0	3	2	1	0	0	3	2	1	0	0	3	2	1	0
0	3	3	0	0	0	3	3	0	0	0	3	3	0	0
1	0	1	1	0	3	2	1	1	0	3	2	1	3	2
1	1	0	1	1	3	3	0	1	1	3	3	0	3	3
0	1	1	0	0	0	1	1	0	0	0	1	1	0	0

Advanced pattern recognition



Virtual reality



Live dashboards

2014

Social listening



2010

Eye tracking

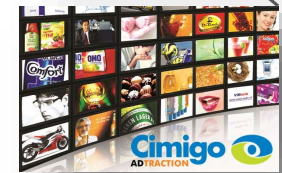


Cimigo Visualeyes

Automated reporting



2005



Emotional response

Automated reporting

- Automation of reporting.
- Cimigo 2005
- High impact

The screenshot displays the Cimigo 2005 software interface. On the left, a tree view shows a hierarchy of categories including 'C. Skin Care', 'C. Children's Care', 'C. Deodorants', 'C. Hair Care', 'C. Makeup', 'C. Oral Care', 'C. Personal Care', 'C. Pet Care', 'C. Professional', 'C. Specialties', 'C. Sun Care', 'C. Tissue', 'C. Women's Care', 'C. Baby Care', and 'C. Household'. The main window shows a data table with columns for 'Category', 'Product', 'Sales', 'Revenue', 'Profit', 'Gross Profit', 'Net Profit', 'Gross Margin', and 'Net Margin'. A 'ReBased!' notification is visible in the top right corner. The bottom of the screenshot features the Cimigo logo, the radarIT logo, and the text 'Version 1.3' and 'Copyright © Cimigo Ltd 2005'.

Eye tracking

- Pattern recognition for eye ball movements.
- Cimigo 2010
- Low impact



Cimigo  **Visualeyes**

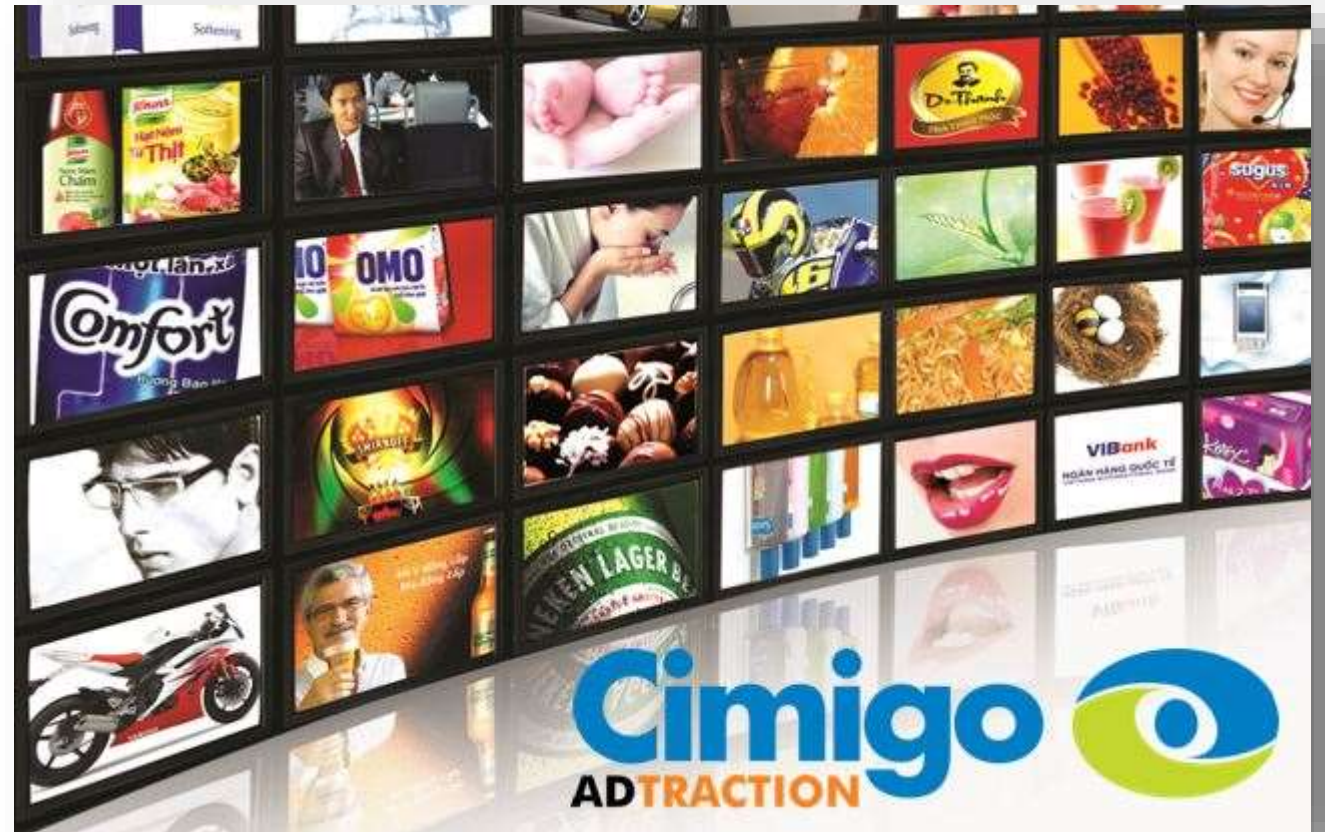
Social media listening

- Sentiment analysis.
- Cimigo 2011
- High impact



Emotional response

- Facial coding to read emotional response to stimulus.
- Cimigo launched in 2012
- Medium impact



Compare By Emotion



Measure - All Emotions

Export Graph - CSV



- Sadness - Trend Line
- Sadness
- Surprise - Trend Line
- Surprise
- Disgust - Trend Line
- Disgust
- Anger - Trend Line
- Anger
- Fear - Trend Line
- Fear
- Happiness - Trend Line



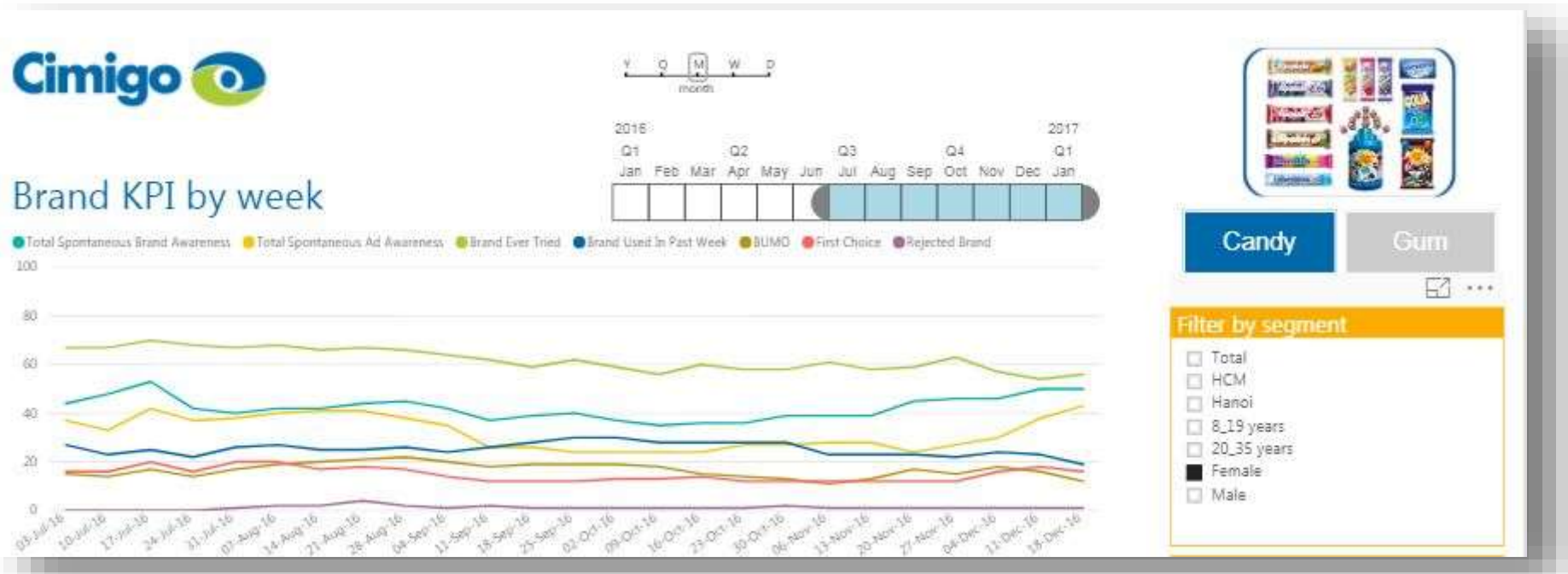
Virtual reality

- Virtual test environments (e.g. stores) for research.
- Cimigo 2014
- Low impact



Live dashboards

- Automated analysis, visualisation and delivery.
- Cimigo 2015
- Low impact



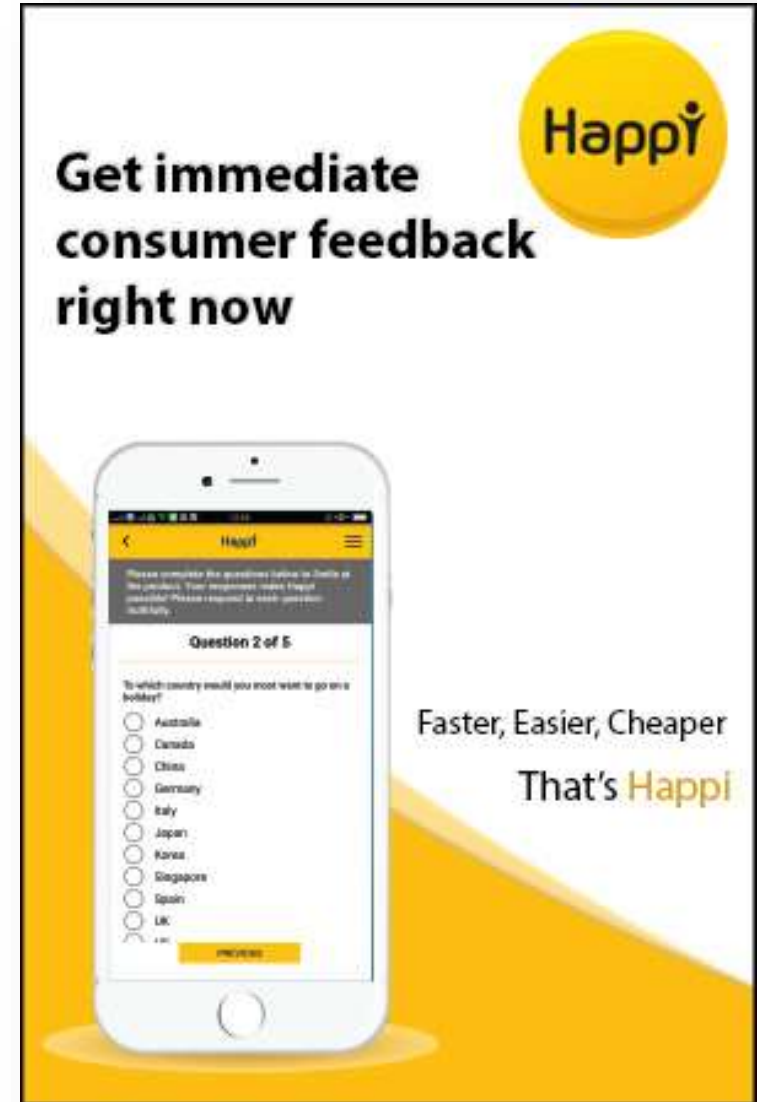
Predictive analytics

- Predictive algorithms for in store behaviour (versus abnormal events).
- Cimigo 2015
- Medium impact



Automated surveys

- Automated sample selection and questioning.
- Cimigo 2017
- Medium impact



**Get immediate
consumer feedback
right now**

Happi

Question 2 of 5

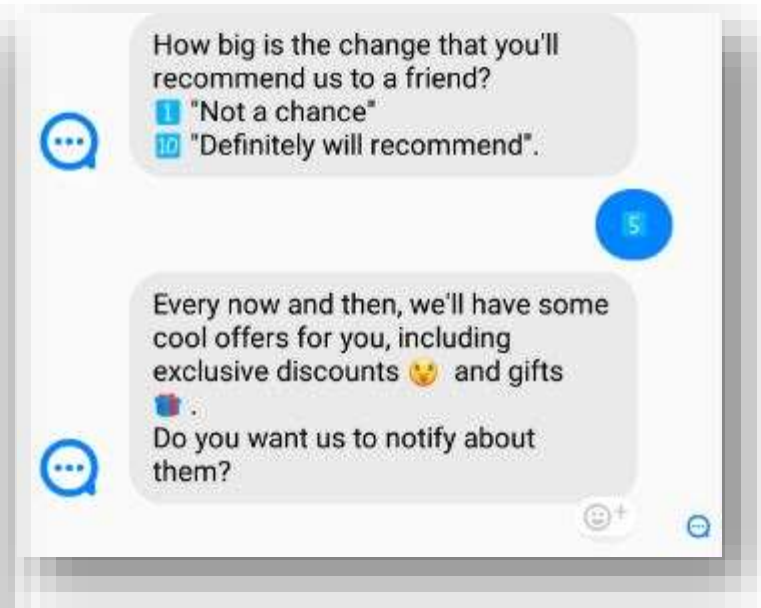
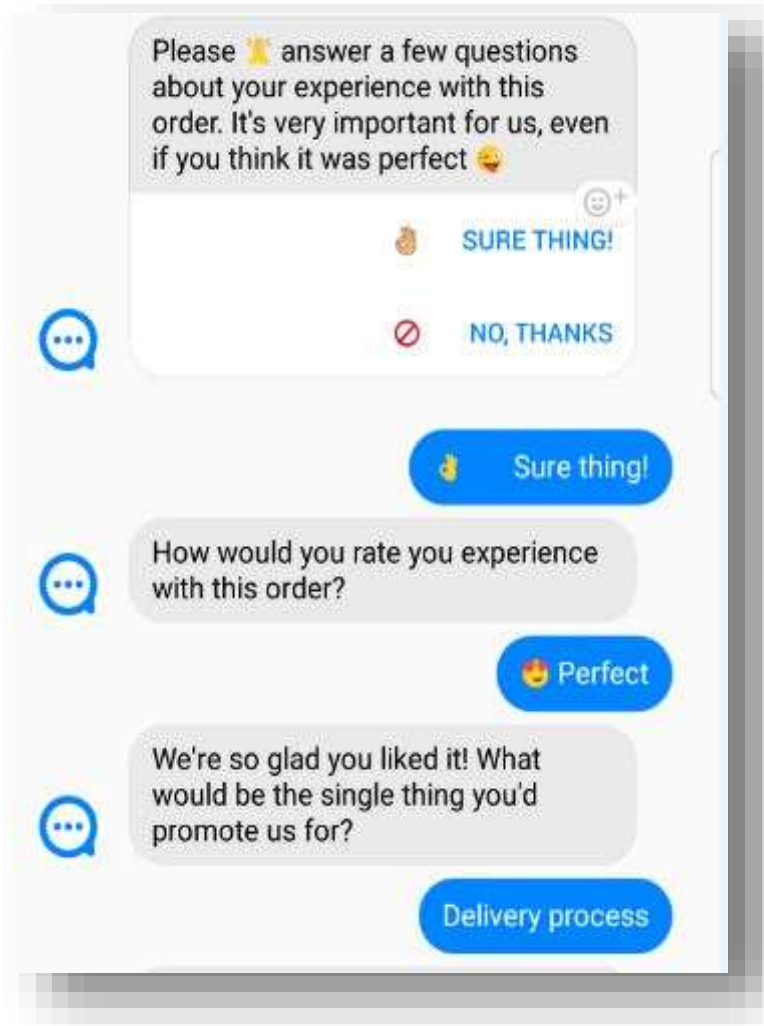
To which country would you most want to go on a holiday?

- Australia
- Canada
- China
- Germany
- Italy
- Japan
- Korea
- Singapore
- Spain
- UK
- ...

**Faster, Easier, Cheaper
That's Happi**

Chat angels

- Beyond semantic analysis to contextual language recognition .
- Cimigo 2018
- Medium impact



Advanced pattern recognition

- Cross project pattern recognition.
- Layered insight over time.
- Cimigo 2019
- Medium impact

Pattern

1	0
1	1

Image

0	1	0	1	0
0	1	1	0	0
1	0	1	1	0
1	1	0	1	1
0	1	1	0	0

0	3	2	1	0
0	3	3	0	0
1	0	1	1	0
1	1	0	1	1
0	1	1	0	0

0	3	2	1	0
0	3	3	0	0
3	2	1	1	0
3	3	0	1	1
0	1	1	0	0

0	3	2	1	0
0	3	3	0	0
3	2	1	3	2
3	3	0	3	3
0	1	1	0	0

Voice angels

- Natural language recognition for surveying.
- Cimigo 2020
- High impact





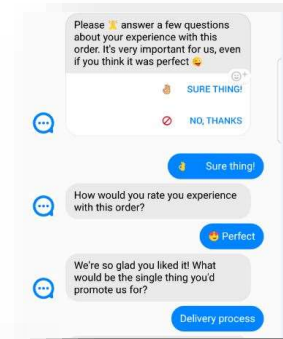
Tsunami impact imminent - once these converge

2020

Voice angels



Chat angels



2017

Predictive analytics



Pattern	Image
1 0	0 1 0 1 0
1 1	0 1 1 0 0
	1 0 1 1 0
	1 1 0 1 1
	0 1 1 0 0

0 3 2 1 0	0 3 2 1 0	0 3 2 1 0
0 3 3 0 0	0 3 3 0 0	0 3 3 0 0
1 0 1 1 0	3 2 1 1 0	3 2 1 3 2
1 1 0 1 1	3 3 0 1 1	3 3 0 3 3
0 1 1 0 0	0 1 1 0 0	0 1 1 0 0

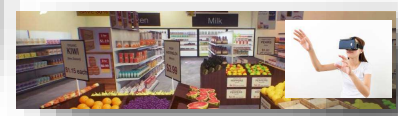
Advanced pattern recognition

Automated surveys



Live dashboards

2014



Virtual reality



Emotional response

Social listening



2010

Eye tracking



Cimigo Visualeyes

Automated reporting



2005

Thanks for
listening.



cimigo.com

The Voice of the Customer