Market Research Insights AI

AI-powered market research solution that analyzes research data, audio, transcripts, and notes to generate structured, searchable insights, answer natural language questions, and enable insight reuse across functions.

Business Challenges

Market research studies demand significant investment yet much of the insight remains trapped in audio files, transcripts, and static decks, limiting reuse, slowing decision-making, and leading to duplicated research across teams.

Key Capabilities

- AI-driven conversion of audio, video, and transcripts into structured insights with automated theme and sentiment detection

- Natural language querying enabling users to extract specific insights without listening to recordings or reading transcripts

- Enterprise insight repository with cross-functional access for Commercial, Medical, and Market Access teams

Business Impact

» **50–70% faster insight generation from research completion to actionable decisions**

» **30–40% reduction in duplicated research effort, lowering external spend**

» **Faster strategic decision-making through immediate access to synthesized expert perspectives**

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