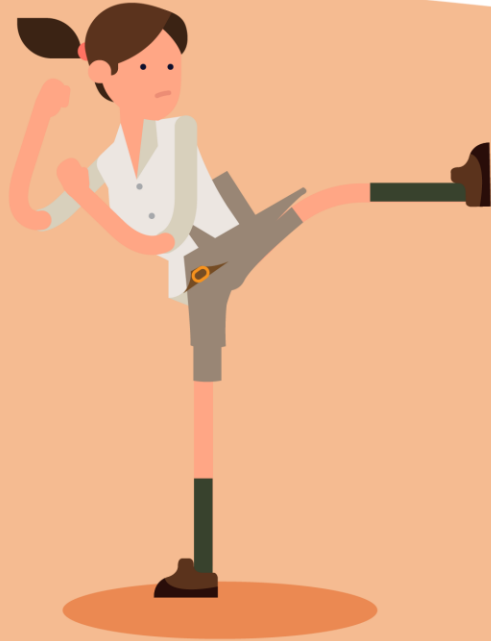
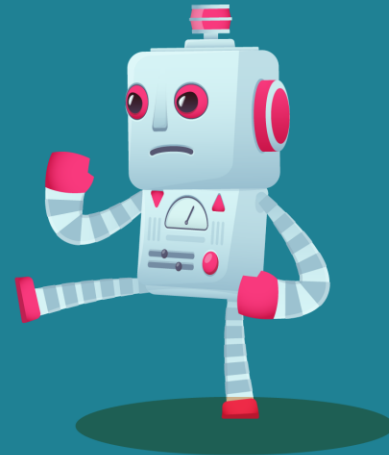


# (Wo)man vs machine; from competition to collaboration

By Samantha Bond and Janneke van den Bent



**VS**



# | A reality check!



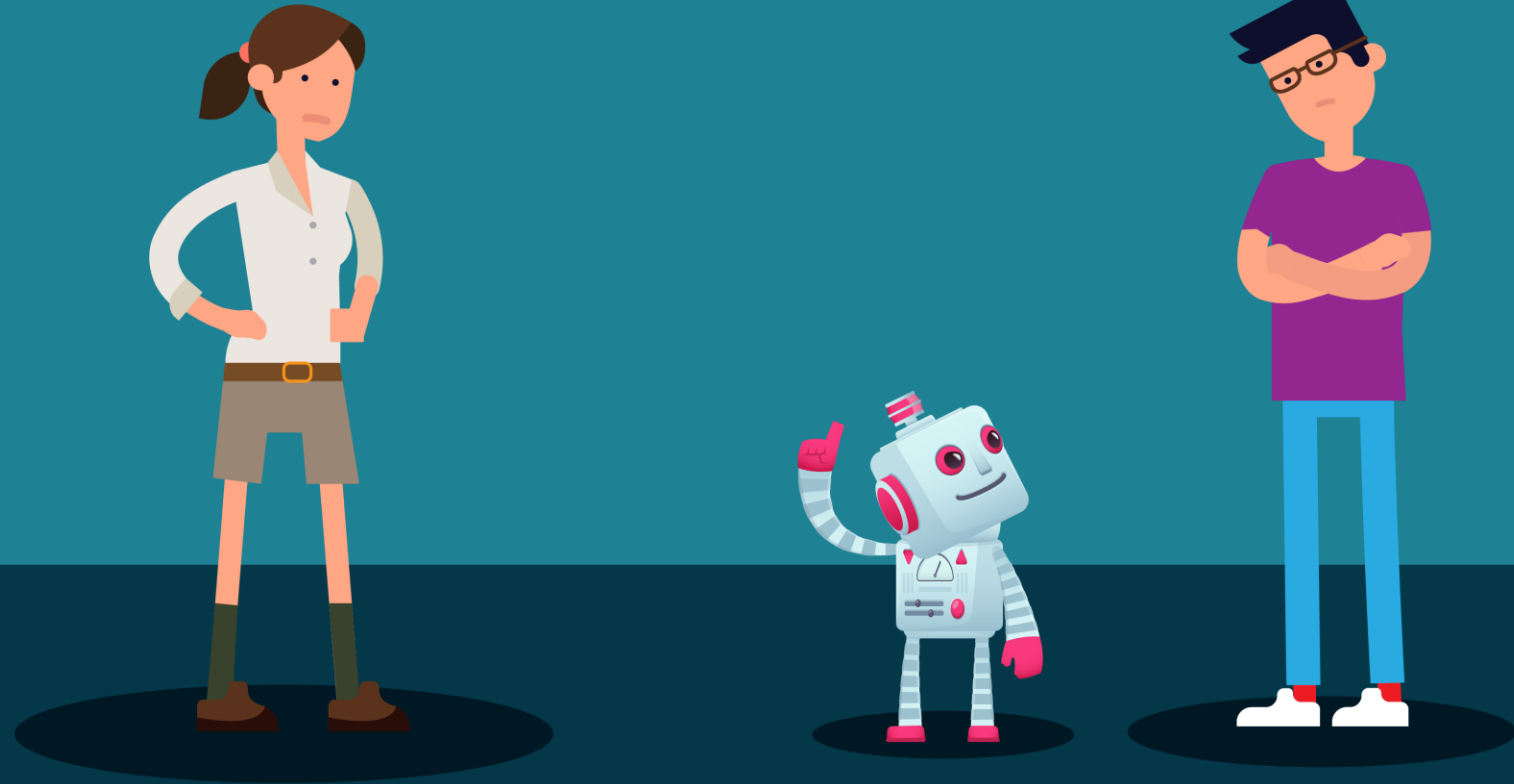
“We are no longer in the rich years where we look at extensive projects stretching to 60k+ Euros. In fact, we are now keen to do things in an agile way.”

**“Fast, cheap, but still with rigour!”**

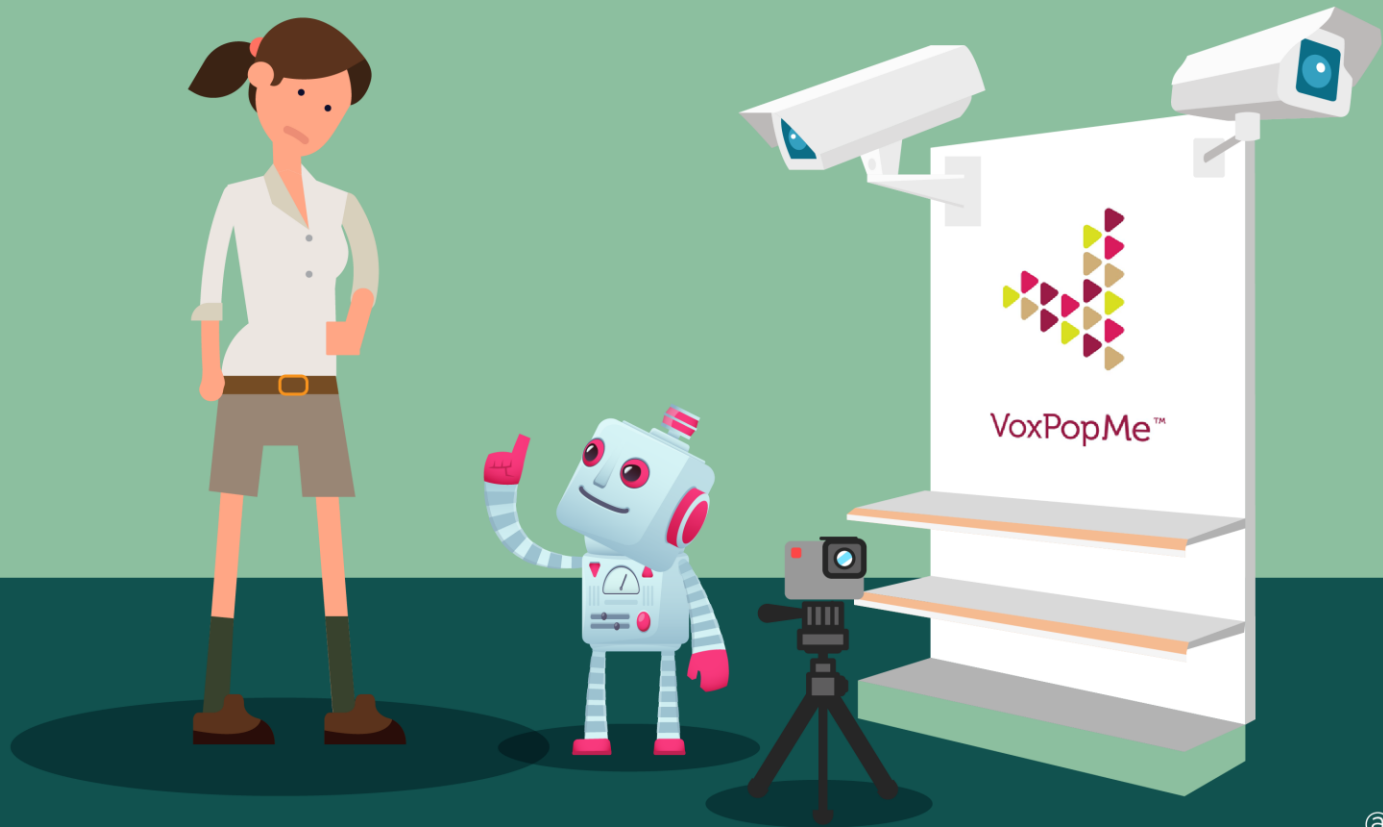
# | Time to re-evaluate



# | A potential unlikely solution...



# | A curious proposal



# Let the competition commence!

team 1



Videos (127)  
Transcripts

**Charts**  
**Theme explorer**  
**Sentiment analysis**  
*(IBM Watson)*  
**Object recognition**  
**Filters**



**Automated topline**



**Human Analysis**  
**+ Automation**  
**Full Report**

team 2

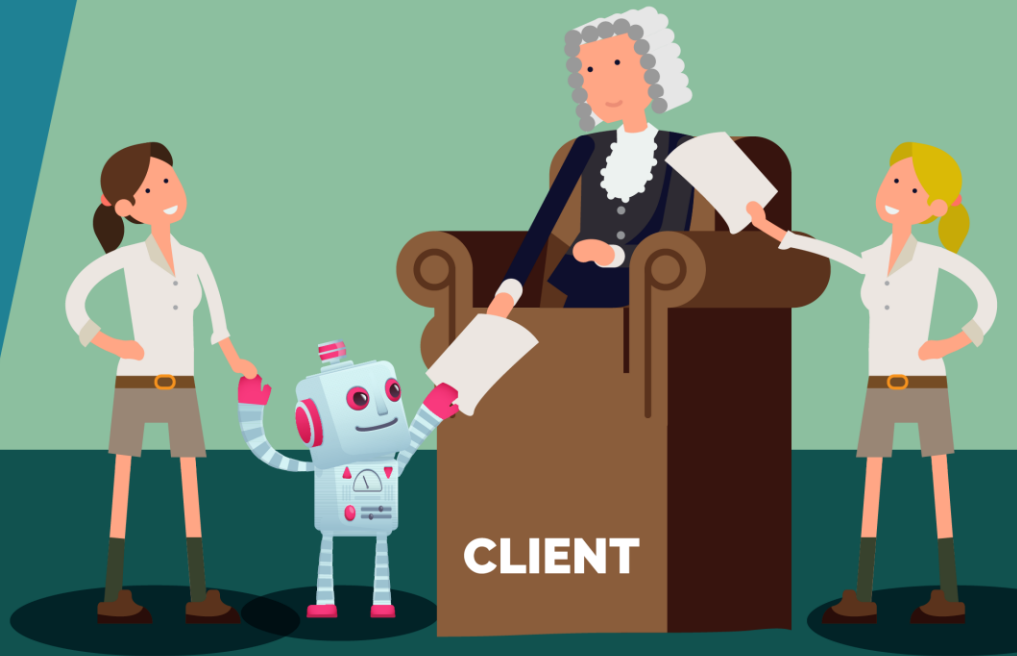


Videos (127)  
Transcripts

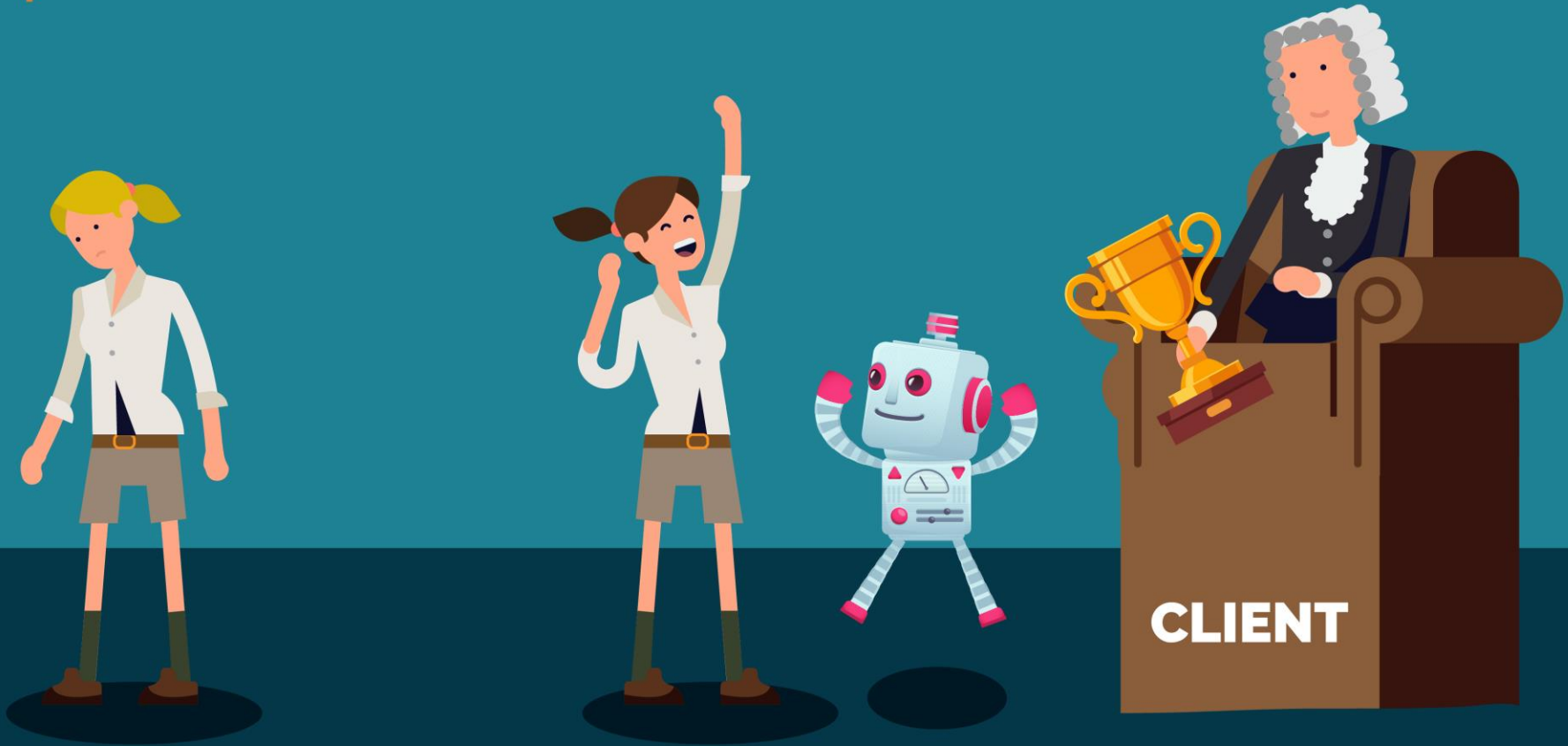


**Human Analysis**  
**Full Report**

# Introducing the client-side judge...



| And the winner is...





# The judges verdict

*"I need more insights"*



	<b>Deck 1</b> Human + Automation Topline	<b>Deck 2</b> Human + Automation Full Report	<b>Deck 3</b> Human Analysis Only Full Report
time to create report	2 days	5 days	10 days
ballpark cost	€ 10.000	€ 15.000	€ 20.000
clarity of insights	●	●	●
depth of insights	●	●	●
actionability	●	●	●

# The judges verdict

*“This is the report I will share with my stakeholders, is this the human analysis one?”*



**CLIENT**

	<b>Deck 1</b> Human + Automation Topline	<b>Deck 2</b> Human + Automation Full Report	<b>Deck 3</b> Human Analysis Only Full Report
time to create report	2 days	5 days	10 days
ballpark cost	€ 10.000	€ 15.000	€ 20.000
clarity of insights	●	●	●
depth of insights	●	●	●
actionability	●	●	●

# The judges verdict

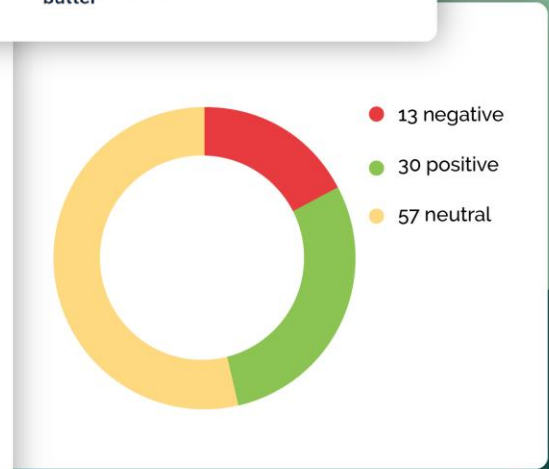
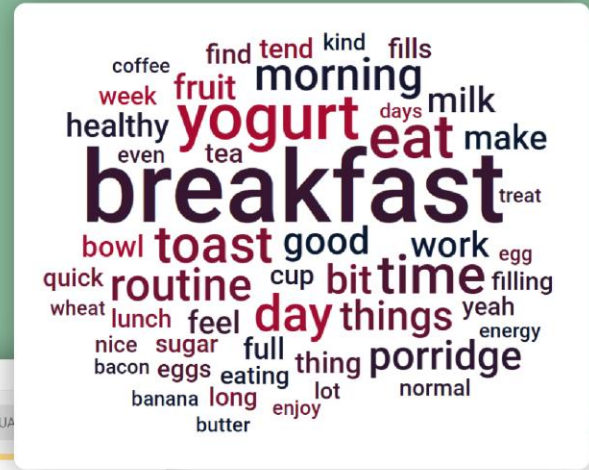
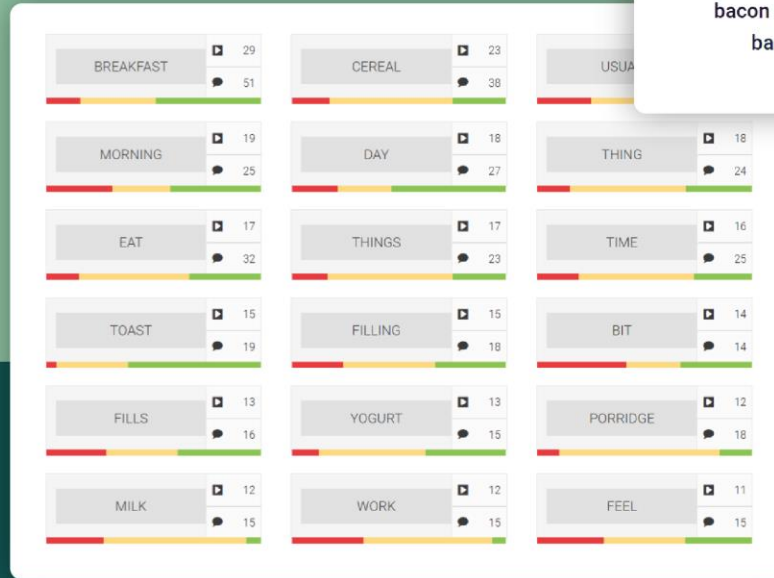
*"This one is a bit harder to digest"*



	<b>Deck 1</b> Human + Automation Topline	<b>Deck 2</b> Human + Automation Full Report	<b>Deck 3</b> Human Analysis Only Full Report
time to create report	2 days	5 days	10 days
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depth of insights	●	●	●
actionability	●	●	●

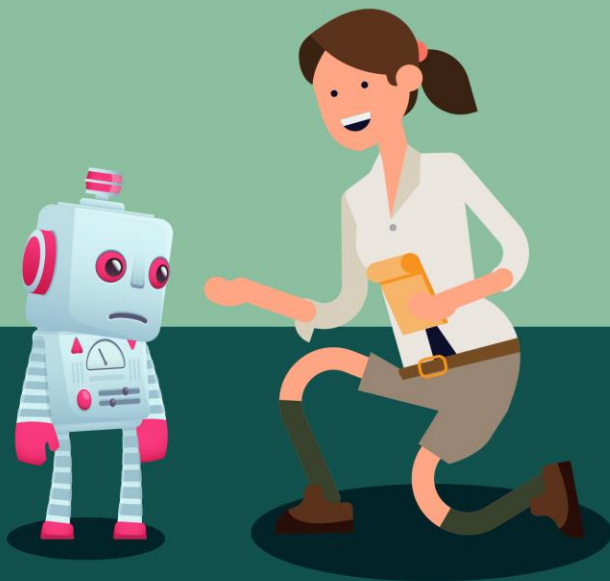
# Agency learnings

Automated qualitative outputs produce data not answers



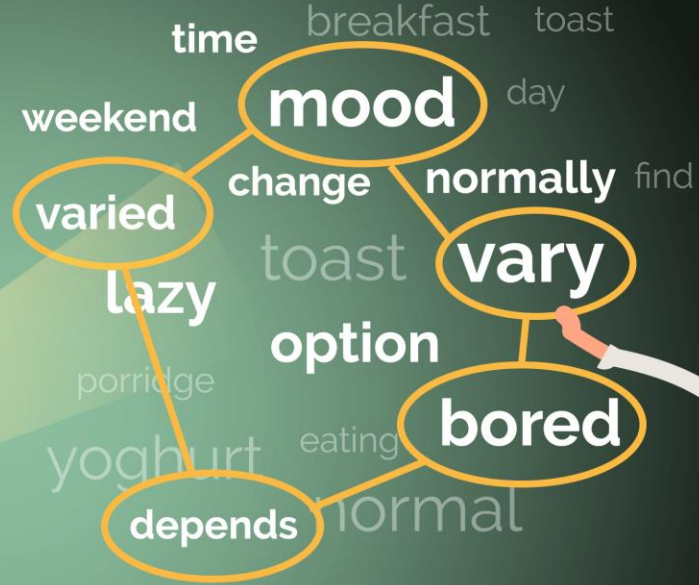
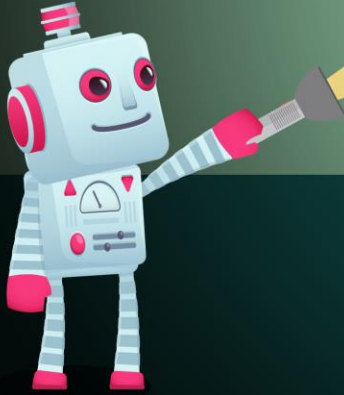
# Agency learnings

Standalone these outputs offer limited value.  
Human analysis is required.



# | Agency learnings

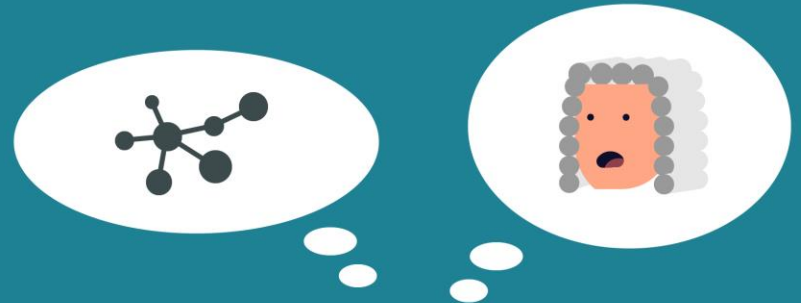
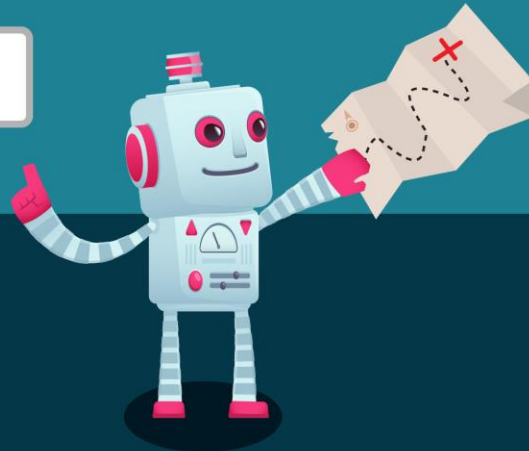
Automated tools can facilitate high-speed analysis to identify topline findings.



# | Agency learnings

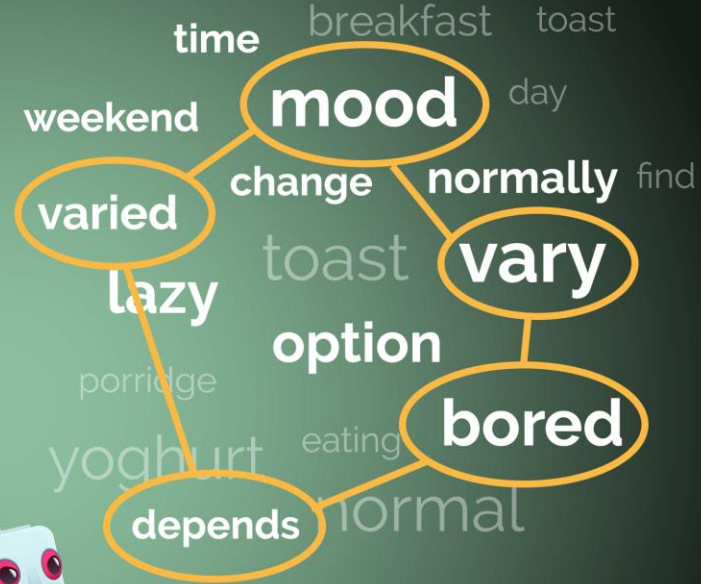
The creation of a full, strategic report cannot forego strategic human thinking, but automated tools offer a helping hand

keyword search 🔍



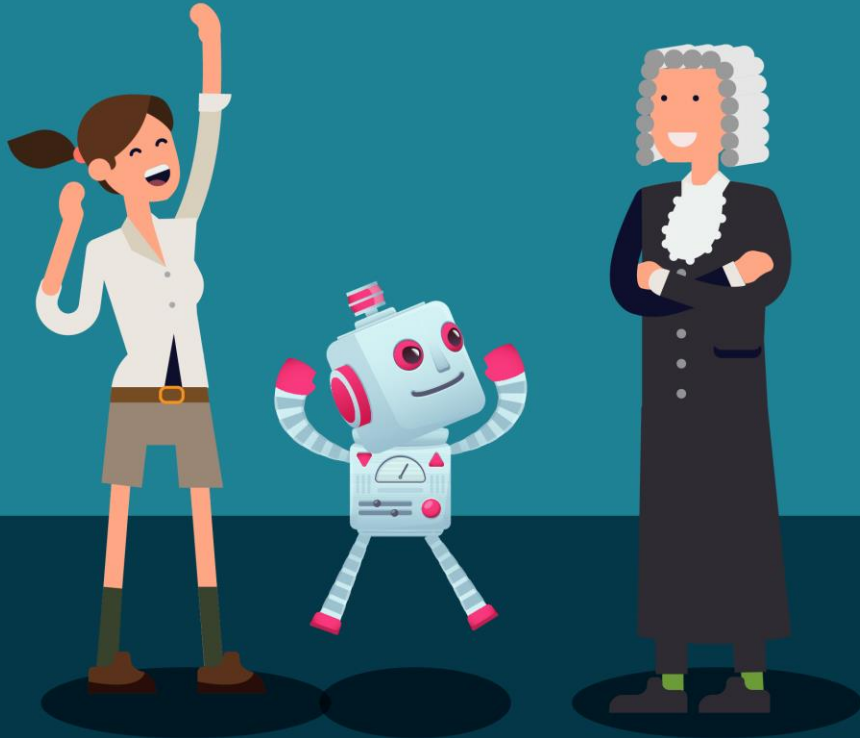
# | Agency learnings

Tools tested have greater potential than their current capabilities





# | A good news story



- ✓ Save time
  - ✓ Save money
  - ✓ Maintain quality
- = no trade-off!

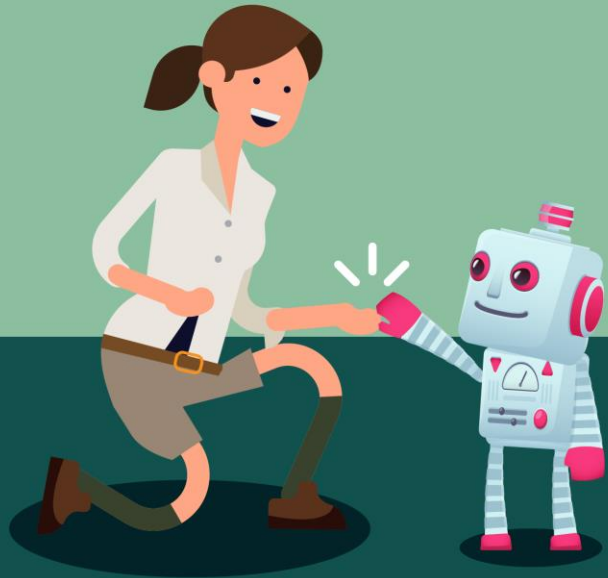
# A final word from Danone

“This outcome is a nice surprise!”

“The team are looking for faster & faster results. But of course, quality is important. Now we can get a report faster that provides the level of detail you'd get from a traditional report.”



# Tips for collaboration



Skepticism and distrust will be inevitable;  
aim to push past it

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Do not expect machines to provide the answers

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Use automated outputs as the starting point  
for human analysis

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Expect high speed analysis to produce  
high level findings

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Being strategic takes time;  
this is a corner that cannot be cut

Thanks

[skimgroup.com/automation](https://skimgroup.com/automation)

