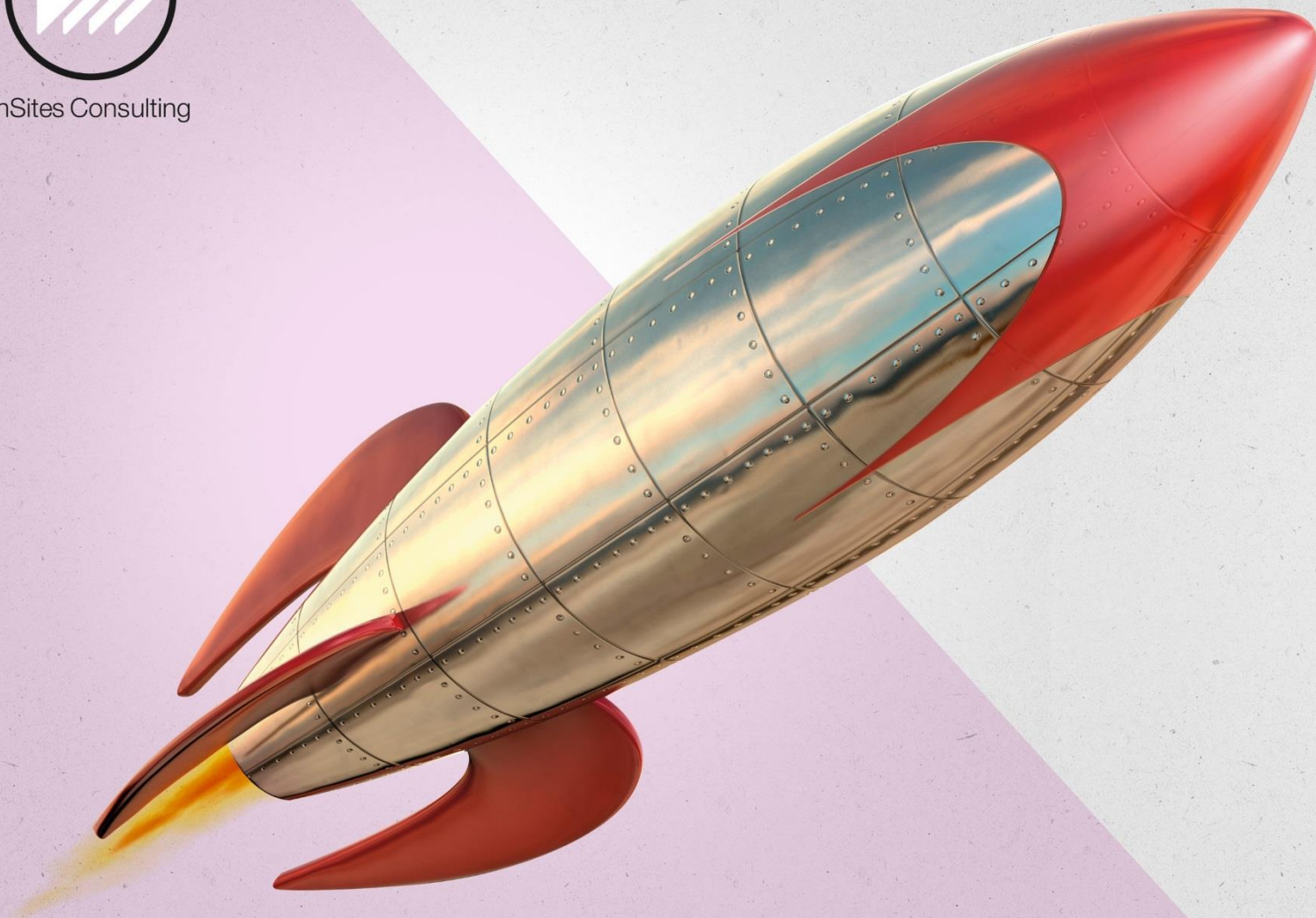




InSites Consulting



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# TAKING RESEARCH FORWARD

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*Market Research trends*  
to act upon now, start working  
on or create a vision around.

*Tom De Ruyck*  
Managing Partner, InSites Consulting

Today

70%

Tomorrow

20%

Day after Tomorrow

10%



Today

Tomorrow

Day after Tomorrow



# CRAFTING *actionable insights*





Powered by InSites Consulting



What's New **InSites Academy** #PayItForward #Office Designers #Dining #SpeakUp #Random Sparks **Wall Overview**

## Welcome to InSites Academy

This segment will explain the purpose of the Academy for a specific client. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

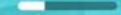
### Overview

- The Age of Relevance
- What is an insight
- How to get to insights
- Using insights

#### The Age of Relevance

The importance of consumer centricity and how insights fuel businesses.

Progress 17%



RESUME LEARNING

#### What is an insight

The importance of consumer centricity and how insights fuel businesses.



#### How to get to insights

The importance of consumer centricity and how insights fuel businesses.

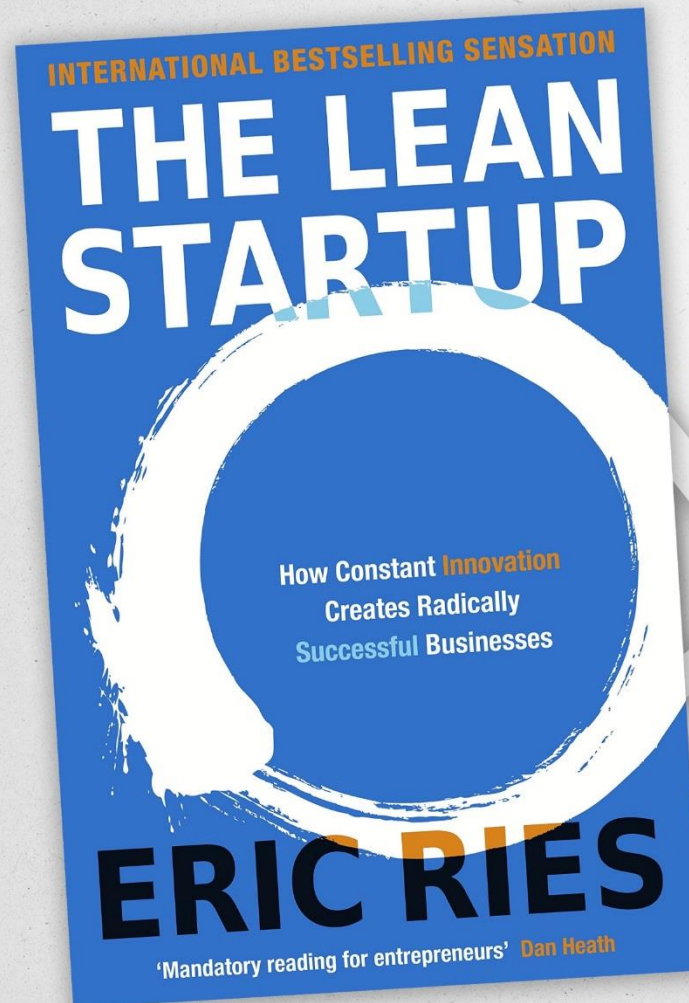


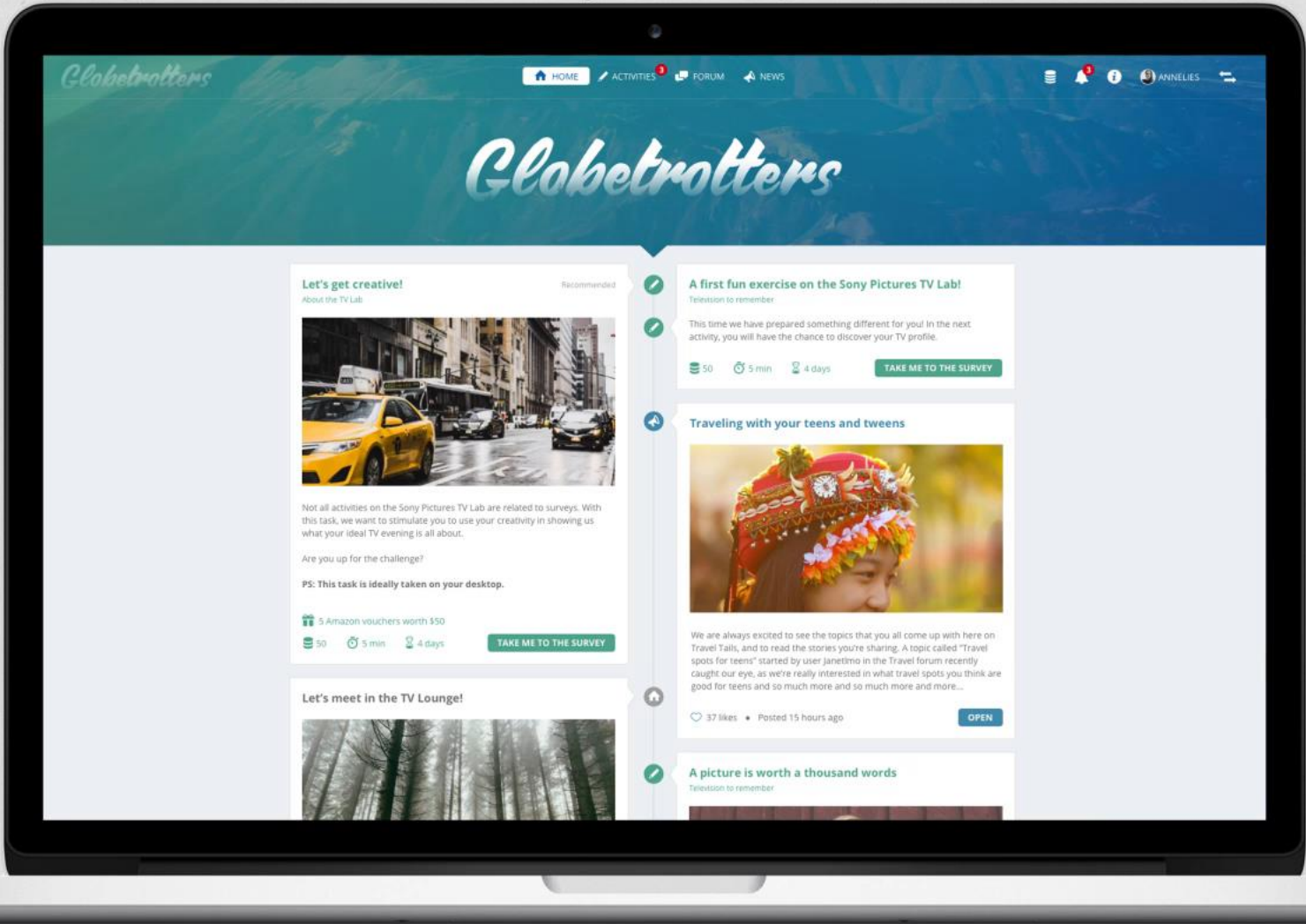
#### Using insights

The importance of consumer centricity and how insights fuel businesses.



MAKING  
RESEARCH  
MORE *agile*





# KPI REPORTING *automation*

**49% in use**

**47% considering**



# Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

# Tomorrow

# Day after Tomorrow



# Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

# Tomorrow

# Day after Tomorrow



# *fusion* OF RESEARCH METHODS

*In 10 years time the number of 'fusion research'  
projects will have doubled towards 2 out of 3 projects*



# DATA *integration*

**28% in use**

**71% considering**



# *empowering* STAKEHOLDERS TO GO DIY

**35% *in use***

**14% *never***



# Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

# Tomorrow

- Fusion of research methods
- Data integration
- Empowering internal stakeholders to go Dly

# Day after Tomorrow



# Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

# Tomorrow

- Fusion of research methods
- Data integration
- Empowering internal stakeholders to go Dly

# Day after Tomorrow



# *artificial* INTELLIGENCE





# *augmented* REALITY



# Today

- Crafting actionable insights
- Making research more agile
- KPI reporting automation

# Tomorrow

- Fusion of research methods
- Data integration
- Empowering internal stakeholders to go D/I

# Day after Tomorrow

- Artificial Intelligence
- Augmented and Virtual Reality



# THE *modern* INSIGHTS FUNCTION AND TEAM



TAKING  
RESEARCH  
FORWARD  
*together*





*Let's talk!*



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