

Monthly EIQ E-Research Catchup-20260709_150409-Meeting Recording

9 July 2026, 02:04pm

48m 25s

● **Sabine Cronick** started transcription

SC **Sabine Cronick** 0:03
Thank you.

DL **Desmond Leo** 0:04
Okay, cool.

LK **Lesley Kelleher** 0:04
Okay.

DL **Desmond Leo** 0:06
So, this is the first meeting between the two of us, or not two of us, but the two groups, EIQ and the, you know, the Empathy Team.

LK **Lesley Kelleher** 0:12
Mhm.

DL **Desmond Leo** 0:19
I think it's probably good for us to have, I don't know if it's worth it. Like this is meant to be a short meeting. It's not meant to be like a super long meeting. It's meant to just kind of cover, like, what do you guys have coming up? Is it possible for us to start migrating that stuff onto our platform? If not, then these are kind of clear indicators of like.
Maybe your thing isn't ready yet and we need to start building out more functionality and we have to add that stuff to the list. Likewise, we can give you a run through of what we have available now or what's coming down the pipe just to gauge interest to see whether or not it suits your needs and then find opportunities where.

SC Sabine Cronick 0:44
Yeah.

DL Desmond Leo 1:00
Maybe there's some research or something that we can use to leverage that new thing that we're building, if that makes any sense. Now, having said that, I haven't actually really prepared anything for this. So we can walk you through stuff that we've got.

GW Gary Walsh 1:00
Yeah.

DL Desmond Leo 1:20
but just...
If we could just spend like a quick...
Five minutes on.
Are you guys working on anything right now where you think that a project could in fact be run on?
Um...
our platform. And also, by the way, sorry, I'm all over the place here.
As we introduce things that we are potentially going to be working on, this would be then a great opportunity to like then sync up if you put up your hand, you're like, hey, I want to be involved in the design of that because I really know that particular area of research really well. Or I'm really interested in exploring this a little bit more. So I mean, I find like, hopefully there's a lot of opportunities where both of us can kind of

GW Gary Walsh 1:54
I.

DL Desmond Leo 2:09
Row and get value out of meeting once a month.
Yeah.

DB **Danny Bowles** 2:15

Can you, Desi, before we'd say kind of what could possibly be run on the platform, can you explain maybe briefly what are the maybe the limitations of it that what would stop any projects being run on?

LK **Lesley Kelleher** 2:25

It build is.

DB **Danny Bowles** 2:31

Empty IQ.

DL **Desmond Leo** 2:33

What would stop any project from being, well, I mean, that's, it's...

GW **Gary Walsh** 2:36

I mean, I mean, take that.

DL **Desmond Leo** 2:40

Sure.

GW **Gary Walsh** 2:42

Max diffs, conjoints, any sort of difficult allocation stuff within a survey. So show two of three. So what was that?

SC **Sabine Cronick** 2:48

Lips.

Sorry, loops.

GW **Gary Walsh** 2:52

No, we can do loops. We just can't do loops where you're allocating people within a block of things. So we can do some very basic stuff. We can do it like a very basic least filled where you might have 100 concepts and everyone sees only 25 of them on a least filled basis. We can do that. What we can't do is here's 10 prop, here's 10 images, only show three of them.

LK Lesley Kelleher 2:52
And.

DL Desmond Leo 2:52
We have loops.

SC Sabine Cronick 2:53
Okay.

DL Desmond Leo 2:54
Yeah.

GW Gary Walsh 3:13
To each person on a leastful basis.

DL Desmond Leo 3:17
Having said that, complicated allocations is the next thing, the next big thing that Ivan is working on. And we've built out, or basically Gary's taken every major project on Focus Vision. We had AI do a bit of analysis and we found like,

DB Danny Bowles 3:17
Okay.

LK Lesley Kelleher 3:30
Yeah.

DL Desmond Leo 3:37
I think it's like 24, no, 14 different use cases or something like that, that we need to cover from those allocations. So from those use cases, we will, in a couple of months, be in a situation where we should be able to handle allocations properly.

GW Gary Walsh 3:53
Third main ones, Danny. There's also a couple of little ones that you wouldn't, very hardly to get into detail, but conditional text, you know, the text of the question

changes depending on what someone says. Can't do that. Doesn't happen all that often. And then the one that me and Michelle had a couple of months ago was, if you've got a carousel and one of the options disappears from...

DB **Danny Bowles** 4:05
Mm.

GW **Gary Walsh** 4:14
Card to card based on, like, this is my only brand that I ever use. You can only click that one to do that little things like that.

DB **Danny Bowles** 4:18
Yeah, yeah.
Okay.

DL **Desmond Leo** 4:21
On that note though, I'm just going to share my screen. I mean, like even though we say we cannot do conditional logic, it is here, okay, sorry, conditional text, it is here and the design is ready. We just haven't picked it up yet. It's actually just a matter of time. So if you're like, hey, I've got a study coming up.

GW **Gary Walsh** 4:30
No, conditional text, conditional text.

DL **Desmond Leo** 4:41
We can't do it tomorrow, but if you're like, I've got a study coming up in a couple of weeks time that needs this, we can just be like, fine, we'll tell someone to pick this up right away. It's just sitting in the queue amongst all of the other things that we need to pick up. So.

GW **Gary Walsh** 4:50
The.
And that's really the point of this, because we don't really know what your server is, what we need to do until like a day before it needs to be launched and then we're like, oh, I can't really help you there. If we got a little bit of line of sight added, we

might be able to get them scheduled in or at least know that they're necessary. Unless we know that you need them, we're kind of working on the assumption that they're not needed. So.

DL **Desmond Leo** 5:04
Mm.

DB **Danny Bowles** 5:04
Mm.
OK.

GW **Gary Walsh** 5:15
It's kind of supposed to point to this, really.

DL **Desmond Leo** 5:19
Um...

MH **Michelle Healy** 5:22
So this view here, these are, is that like the, when you got that list of 20 things from complicated projects and these are like the next priorities.

DL **Desmond Leo** 5:22
And so, yeah.

GW **Gary Walsh** 5:22
A short.
Yeah, plus about a million other things.

DL **Desmond Leo** 5:31
Well, this is like, yeah, this is this is this is everything that we're building right now that's in development that's waiting to be pushed. And then this is the stuff that's waiting to be picked up from the queue that if it's not assigned to anybody, then there's the design is ready. And then all of this stuff is stuff that where the where Fernando still needs to work on the designs in order to kind of.

GW **Gary Walsh** 5:35
Yeah, many alertings.

DL **Desmond Leo** 5:52
Make it happen, so it's.

GW **Gary Walsh** 5:53
Cate.

MH **Michelle Healy** 5:53
Jesus Christ, Fernando, he has got a lot of work to do.

GW **Gary Walsh** 5:55
Basically, there's about there's about 15 or 15 or 16 scenarios of the same type of allocation that we need to handle. We're going to have like one big go, so just like nuance it in Brand Builder. It was done when you're at the three month, six month allocation in one of the other in some of Rusty's stuff, it's show 3 images out of seven. The one that we tried the other day, Michelle, for the...

DL **Desmond Leo** 6:04
Yeah.

LK **Lesley Kelleher** 6:18
Yeah.

GW **Gary Walsh** 6:18
The CP stuff, which was, you know, only show the seven of these 10, but you must always show one of those four, you know, all the time. It's basically the same thing, but there's just different new ones, different variants to it, so we should to group them all up into one goal, but we have that list from looking at the old, you know, the also, so...

MH **Michelle Healy** 6:24
Mhm.

GW **Gary Walsh** 6:38

We probably can't give you an exhaustive list of things that you can't do, but they're the big ticket items. If it's got a matrix, it's not a conjoint, that it's got any complicated allocation. Right now it's a no-go. But it will be nice to see them if they're happening now so that we can make sure it's handled in our build.

DB **Danny Bowles** 6:41

Yeah, okay.

JA **James Ashe** 6:48

Yeah.

DB **Danny Bowles** 6:53

Mm.

DL **Desmond Leo** 6:54

So let me go through. Also, I mean, yesterday we had our first conversation with Oriol in terms of trying to figure out what is it going to take to get a max diff onto our platform. And we've got a pretty simple first version of it where Oriol still does all his stuff. We don't take care of the design because there's other software that does the design. We don't take care of the reporting on it because there's other software that does the reporting on it. We just need to make sure.

sure that there's a question type where you can import a max diff design and it'll just automatically split everything up into the right pages and scenes. So.

I guess before we even get, I mean, I might as well just kind of go on here. Like this is our roadmap right now. I don't know if everyone has access to this, Gary, but it's in this roadmap. This is what we're working on. So we've got cross tab and roll ups. So you can now build, you could always build cross tabs in our platform, but now you can actually just merge columns and merge rows.

And it just makes it really simple to make those merges. I forgot what this one was.

GW **Gary Walsh** 7:58

That's uh, Leanne, you'll be able to change the status of things now. You don't need to come to me anymore. It's not there right now, but it'll be there next week.

DL **Desmond Leo** 8:03
Oh yeah.

SC **Sabine Cronick** 8:05
Mm.

LW **Leanne Willins** 8:06
Yay!

DL **Desmond Leo** 8:06
Um...

SC **Sabine Cronick** 8:07
Yeah.

DL **Desmond Leo** 8:08
We're improving our e-mail template editors so that it can be a little bit more robust.
We've got.

GW **Gary Walsh** 8:13
That doesn't impact us at all. That's only the most great thing right now.

DL **Desmond Leo** 8:15
No, that's for panels, yeah. We've got multi-language coming up or already in.
Is multi-language in?

GW **Gary Walsh** 8:23
And not deployed with their, yeah, so if these are doing different, we can't do right to left, so if he's come up with any Arabic or Japanese, sorry.

DL **Desmond Leo** 8:25
Yeah.
Yeah, but we cannot.

DB **Danny Bowles** 8:31
Okay.

GW **Gary Walsh** 8:32
Danny, you might, you might do a little Dutch translation for us as well, if you don't mind.

DB **Danny Bowles** 8:37
Yeah, okay.

GW **Gary Walsh** 8:37
System variables.

DL **Desmond Leo** 8:39
Yeah.

DB **Danny Bowles** 8:41
Yeah.

DL **Desmond Leo** 8:42
Um...

DB **Danny Bowles** 8:42
Laker.

DL **Desmond Leo** 8:44
And the stuff that, and then we've got some back end stuff. And then the stuff that we're working on right now that is nearing completion is the Trust Center. So this is going to give you the opportunity or the ability to clean data as it comes in so that it flags like high risk candidates to say, hey, do you want to remove these people and you can remove them?

SC **Sabine Cronick** 8:52
Mm.

DL Desmond Leo 9:05

We will have Peer Spectrum integrated as a default sample supplier, so you can just deliver, deploy to Peer Spectrum directly from the survey. There will be AI summaries for both open ends and online discussion forum topics. So when

GW Gary Walsh 9:21

Just to be clear on that Pure Spectrum, that means that you wouldn't need to go into their portal, Leanne and Michelle and launch them. But I say that as a but, I think with respect to us, we should stay in the Pure Spectrum platform because their API is quite limited. So it's a reduced set of functionality. It doesn't really save you any time. Just keep launching them the way you're normally launching them.

LW Leanne Willins 9:26

Yeah, OK.

Yeah.

Okay.

Cool.

DL Desmond Leo 9:45

The AI summaries is to basically keep you from needing to copying and pasting a bunch of open ends, throwing it into ChatGPT and say summarise this. So we've got a couple of designs for this where you don't, it doesn't just summarise it, it asks you what you want summarised and then you can provide, have a little conversation, do a prompt and say, give me this thing and then it'll give you a summary based on what you've said there.

And you can create multiple versions of that if you want. So that if you want to see it from a different angle, you say like, now summarise it based on this breakout, and then it'll summarise that.

GW Gary Walsh 10:17

It also has a gibberish detector, Leanne. So it will look at the answer and tell you, give you a score if it thinks it's nonsense. So you know your how are you feeling today question. I've seen one came through in one of the surveys where he said, I am

feeling good because last Wednesday the 27th I had an operation on my hip and it was successful and I'm now able to walk correctly. That's probably not a real.

DL **Desmond Leo** 10:25
Mm.

LW **Leanne Willins** 10:27
Yeah, yes.

GW **Gary Walsh** 10:39
Person.

LW **Leanne Willins** 10:41
And if they are.

GW **Gary Walsh** 10:42
They're weird.

LW **Leanne Willins** 10:44
Yeah, cool.

DL **Desmond Leo** 10:44
So I put here end of June, we're clearly past end of June and into July, but we're getting there with finishing these off.

SC **Sabine Cronick** 10:53
Yeah.

DL **Desmond Leo** 10:56
We're finishing up the discussion forums. We did the whole, we kind of like designed, redesigned for the quant side of things. So now we're doing it on the quant side of things, so it matches rules and permissions, background stuff. We're going to have.

SC **Sabine Cronick** 11:04
And.

GW **Gary Walsh** 11:08

I just, just on that, just to let it, Lesley, like the discussion forums be kind of similar to some of the stuff you had, I think you had done before, or maybe Michelle, you were doing them with Rusty with some of the, it's text and video based, so actually it was Michelle I talked to the other day about it, where we potentially could have used it to upload documents, and so if he's where...

LK **Lesley Kelleher** 11:27

Is this like instead of instead of inkling? No, that no.

GW **Gary Walsh** 11:29

Yeah, kind of. You kind of could do it. It's maybe it's not exactly like inkling in terms of...

DL **Desmond Leo** 11:30

Yes.

MH **Michelle Healy** 11:34

It's more like it's like the pre-task we had for Britvic, where they're doing like videos in the store, like it's not...

LK **Lesley Kelleher** 11:41

As detailed as Glen Elyn Farm type, OK.

GW **Gary Walsh** 11:43

It would be kind to say, if, if any of you have used them, right?

MH **Michelle Healy** 11:43

Yeah.

But you can do kind of more. I actually think you can do a lot of the stuff you do on Inkling, really.

GW **Gary Walsh** 11:51

But I think we can do a good bit of it. If any of you have ever used recollective, we

did a demo with them at one point. It's designed to be like recollective. So if you're ever doing any studies like that, it does mean that the person has to sign up to be on that platform. So the responder would have to create a username and password just to be aware of it if there's any friction.

LW **Leanne Willins** 11:56
Yeah.

MH **Michelle Healy** 12:02
A collective's great.

GW **Gary Walsh** 12:11
that you have an issue with code.

LK **Lesley Kelleher** 12:11
It.

GW **Gary Walsh** 12:13
We can set that up.

DL **Desmond Leo** 12:16
Yeah, that's also another area that, you know, if we find more use cases.

GW **Gary Walsh** 12:16
No, so.

DL **Desmond Leo** 12:22
Like, we can probably do quite a bit already anyways, because you can basically assign tasks, give them a start date, end date, and then, you know, they can either see everyone's comments or not see everyone's comments and only interact with the moderator if they want. And so you've got like task one, day one, do this thing, they go and do it, and they upload whatever.
whatever task that they did or they write about it.

MH Michelle Healy 12:44
Okay.

DL Desmond Leo 12:47
It's good for if you just need async. And there was one situation where my wife was like, she needed a tool to do this. And I was like, oh, we could do that. Well, not yet, but you know, in the future, we'd be able to do that. And it's like.
They needed to capture moment in time shopping, but they just wouldn't know when that would happen. It could have happened. It could happen at any point in time over the next two months. And so this would be an opportunity where as soon as it happened, they'd come in, logged and logged their experience as they were doing it. So stuff like that, if that comes up.
We will have, this one's half done. We'll have a survey redirect question type. So if you do need to build something on our platform and redirect to another platform to do a max diff or conjoint and then come back, this is what's going to be there to close the gap. So we're almost done.
This guy, and...
The next kind of big one for the end of July, I suppose, is to, we call it insight navigator or, and on the platform, we're not we're not aligned on the naming yet. It's the AI tool. So now all the studies that you have in whatever platform that you have, you can query it and the AI tool should be able to.
Injusted, sort of.

GW Gary Walsh 14:10
Basically what that means for you is we can suck in your Dropbox and make it available to you through empty queue as a ChatGPT basically.

LK Lesley Kelleher 14:17
Mm.

DL Desmond Leo 14:17
Yeah, so if you had like, yeah, you just have to make sure that the files that you give are clean because there's a lot of redundant files and stuff like that. So if we want to optimize, I think the best approach is to like prepare a file and say it's for this client

and these are all the files I wanted to ingest. And then the way the system will work is it will

GW **Gary Walsh** 14:18

A very simple format.

LK **Lesley Kelleher** 14:25

Ohh.

DL **Desmond Leo** 14:37

analyse every single document, break down, take a screenshot of every single page, tag it with all whatever market research terms that they can find on each page so that when you make a query, it's pulling only the relevant information based off of what was tagged. And then it's using that.

AI analysis then give you a response. You can be like, did I ever ask a question about that to so and so? It'll pull up the study that you did and how it was asked and so on.

LK **Lesley Kelleher** 15:09

When will this one be ready? That sounds like it could be useful for segmentation kind of review.

SC **Sabine Cronick** 15:12

Yeah.

DL **Desmond Leo** 15:15

Mm.

LK **Lesley Kelleher** 15:15

And I'm doing of all Musgrave's old other kind of reports that they've shared.

DL **Desmond Leo** 15:20

We, well, I mean, it says end of July, but if you have...

LK **Lesley Kelleher** 15:22

It.

You have something similar, Gary, already. Have you that you've ****?

GW **Gary Walsh** 15:30

I have this internal tool that I show, which is we're now gonna make it proper and functional, but yeah, theoretically you can, we could we could reindex any folder you want right now, and you can access through that testing portal, so...

LK **Lesley Kelleher** 15:35

Kaif.

Okay, I can answer with that.

DL **Desmond Leo** 15:43

Mm.

MH **Michelle Healy** 15:43

And that works across different.

lots of different pages. Like you could just say, oh for this whole project.

DL **Desmond Leo** 15:48

Look, different phone.

Different file types, different it like it handles video, audio, Excel.

MH **Michelle Healy** 15:56

I bet I can cheque them all at once, like if I say, "Ohh, when did we talk like, say, for example, Glendon Farm, like, like, when did we talk about this? Was it in the ethnodes? Was it in the groups?" I'll do, I'll cheque all of them.

LK **Lesley Kelleher** 15:56

Six 7.

GW **Gary Walsh** 15:58

Yeah, so we...

Yeah.

It'll so we give it a folder, right? So if we point it at the Empathy Research Team

folder in Dropbox, basically, no, we won't do that because it's 6 terabytes, but it will just loop through every single document, ingest them all, parse them all, it'll take a while to do that. And then when you ask a question, it will go locate any documents that match it and then generate an answer.

LK **Lesley Kelleher** 16:16
Mm.

SC **Sabine Cronick** 16:19
Mm.

LK **Lesley Kelleher** 16:22
Yeah.

GW **Gary Walsh** 16:26
So.

In theory, it should be more comprehensive than the ChatGPT because we force it to go longer. So I know James, you've used it a little bit. You might have noticed it's ever so slightly slower than you might see with ChatGPT, but that's because we're making it go through every single document. So you get a little bit more confidence that it'll go through everything. So if you ask the question like that about Glen Dillon, it will go through every single document that references Glen Dillon.

SC **Sabine Cronick** 16:39
Leanne.

DL **Desmond Leo** 16:50

Yeah, and part of the confidence is that when it gives you a response, it gives citations as well to be like, this is where I got this information. So if you ever doubt like that's wrong, you can click and it'll just show you the actual like data, the page or the screenshot of where it got that information from.

And then when we get on to September onward, the next thing is we've got a bunch of low-hanging fruit, like NPS don't know, super easy. We're working on personas right now. This is the thing that I messaged in the chat, asking if anyone had personas they could deal with.

We.

have a decent working model on this. We just need to make a front end and make it accessible. And Carlos needs to kind of tweak some things on the back end. So this is kind of, this is actually, there's no completion thing here, but this is actually well on its way as this is what Carlos is currently working on.

We will then have the text based on conditions, which is the thing that we were talking about earlier. Like if you have text that needs to change based off of what someone said, we don't have that yet. We've just put this into the.

SC **Sabine Cronick** 17:51
Mm.

MH **Michelle Healy** 18:03
I just think with that, is it super, like, I remember on, I brought this up on Musgraves, like we were doing it for the, I suppose if you're doing it, but like if it, I feel like it takes a lot of work and there's not that much point. Like when we think about, we did it for Musgraves for the MPS and it was like change the question, but like you could have achieved the same thing by just routing them to a different response.

GW **Gary Walsh** 18:24
Yeah.

DL **Desmond Leo** 18:26
Yeah, by just giving them a different question here.

GW **Gary Walsh** 18:27
And that's part of the reason why we want to do this is because when we're getting the surveys, it's kind of already pre-locked in and it's kind of, it's too late then to change it. Remember the one that, what was the one, Michelle, that we did with the...

LK **Lesley Kelleher** 18:35
Mm.

MH **Michelle Healy** 18:42
Lipton.

LK Lesley Kelleher 18:42
See it.

GW Gary Walsh 18:43
We couldn't really know, I know that was because that was a different wave to an existing one, but as an example, I had a workaround to that problem, but we couldn't really do it, so...

MH Michelle Healy 18:44
Yeah.
Yeah.

LK Lesley Kelleher 18:57
I think you will. We will need that in a number of surveys, yeah.

GW Gary Walsh 18:59
We did, we like, it's in a lot of our services, it's in a lot of our surveys, but the question is, like, you know, as Michelle says, does it, if you were designing a survey and you didn't have that available, potentially you could just have two questions, you could work around it, yeah.

LK Lesley Kelleher 19:09
You could work around us.
Can I ask, sorry, just the verbatim, we said something about that earlier on. Is it in the pipeline to be able to actually pre-code open text to give us, like to categorise them that's coded and it's saying 25%?

DL Desmond Leo 19:14
Um...
We don't have a coding, we don't have, we don't have plans to build a coding tool just yet, so that's not, that's not been, that's not even on our like long-term roadmap. We could, if you think it's better for us to handle coding ourselves rather than an external company do it.

LW **Leanne Willins** 19:46
It's.

LK **Lesley Kelleher** 19:46
External don't do it, it is ourselves, so anything that could.

DL **Desmond Leo** 19:50
You guys manually code things yourself?

LK **Lesley Kelleher** 19:52
Well, we try and avoid us.

DB **Danny Bowles** 19:52
The.

MH **Michelle Healy** 19:53
Leanne has been doing things with the display ours display as well.

LW **Leanne Willins** 19:53
Well...
Display.

LK **Lesley Kelleher** 19:56
Yeah.

DL **Desmond Leo** 19:57
I, in a past life, built a coding tool out of Excel. I was, I built it so that it would just search for any word, like, you know, and then you find a word and you say, I'm going to code anything that has this word like this, and then it would give you a count of how many more you have. We can, we can very easily build you
The.
unrelated to this platform, a tool to simplify that if you're spending hours doing that already anyways, like I'll just use Claude to build something real quick.

LW **Leanne Willins** 20:21

Yeah.

LK **Lesley Kelleher** 20:28

Is it Leanne? Is it our son?

DL **Desmond Leo** 20:28

No.

LK **Lesley Kelleher** 20:31

Your platform.

LW **Leanne Willins** 20:31

Depends on how many opens there is, so like I've done 5 today for Michelle and it took us about 3 hours even with the display.

LK **Lesley Kelleher** 20:33

Yeah, yeah.

DL **Desmond Leo** 20:40

What?

LW **Leanne Willins** 20:42

Yeah.

DL **Desmond Leo** 20:44

Okay, we'll take that on as a side project. Leanne, like, let's just take that on as a side project and like there's nothing should take three hours anymore.

LK **Lesley Kelleher** 20:46

Mm.

Because it's like, what?

Musgrave are looking for going forward more detail on the open ends to NPS. Like, why did you give that rating? And they want us to actually put percentages against it,

proportionally said X, Y or Z. Because what we've been doing is kind of thrown it into ChatGPT and getting the key themes that are coming out with the reasons why people are promoters, detractors, passives, etc.

DL **Desmond Leo** 21:05
Mhm.

GW **Gary Walsh** 21:13
But that'll come with that open-ended summary. That'll give you things like key themes. You can say to, I want to, but it won't give you, it won't give you the person.

MH **Michelle Healy** 21:18
Yeah, but now they want numbers against it.

DL **Desmond Leo** 21:18
Yeah.

LK **Lesley Kelleher** 21:20
Now, do you want numbers beside us? Yeah, yeah.

LW **Leanne Willins** 21:20
Yeah.

MH **Michelle Healy** 21:22
And knowing Musgraves, they want to say, and what proportion is this among X&Y?
Yeah, we've been trying to avoid it by going loosey-goosey with the themes, but...

LK **Lesley Kelleher** 21:27
Yeah.
And.

LW **Leanne Willins** 21:30
Hmm.

GW **Gary Walsh** 21:31

Like, honestly, with the context that we let you put in, it probably wouldn't, what's there probably wouldn't be a million miles off and it might be the type of thing when you show it and they're like, oh wow, it's amazing. You know, let me show you that one.

SC **Sabine Cronick** 21:40

So I met an agent, I met an agency called Fathom, F-A-T-H-O-M, and they have a platform they've built and you can upload your, you can run surveys in it or you can upload your data in it and it will spit out the coding, themes, tags against each.

LK **Lesley Kelleher** 21:40

Mm.

Oh.

SC **Sabine Cronick** 22:00

bit takes into a little bit of sentiment as well into it. You can decide whether you're happy with the coding or not happy with the coding. It was quite impressive. But I'm wondering if it's worth us speaking to them, learning what they did, and then you can replicate it.

LK **Lesley Kelleher** 22:05

Ohh.

Wow.

GW **Gary Walsh** 22:10

Yeah.

LK **Lesley Kelleher** 22:12

Absolutely, yeah.

GW **Gary Walsh** 22:13

This is the other thing, Sabine, that like I guess we were trying to get to last week is like we don't need to build all these things right now. We could just buy something for a couple of months. There was one, I can't think of the name of it, but just did

that and you uploaded an Excel file, they gave you this amazing graph and but at the time it was, hey, I want you to make that for me right now. I'm like, well.

SC **Sabine Cronick** 22:20

Well, I am with you. Yes, take something.

LK **Lesley Kelleher** 22:20

Yeah.

SC **Sabine Cronick** 22:29

Yep.

LK **Lesley Kelleher** 22:29

Yeah.

GW **Gary Walsh** 22:34

Cliona should buy it.

SC **Sabine Cronick** 22:36

Yeah, no, no, I'm with you, that's a separate thing, but there are, to your point, there are tools out there for sure.

DL **Desmond Leo** 22:39

I can.

GW **Gary Walsh** 22:41

Yeah.

DL **Desmond Leo** 22:41

I'm quite confident that if, if you just Leanne, give me a give me a week, we just work on it for a week and you get, we'll get something that you can use that's not client facing, that's not pretty, but that is just automatically just categorises everything for you. All you're doing is going line by line.

categorise this text, take all of these categories, code them into a code frame. Like, it's a very simple process. Like, we could, we, I could, we could build up. No problem.

SC **Sabine Cronick** 23:11

And can it take into account typos? So if they write Ralph Lauren, but they write, yeah, all that kind of stuff. It's just that nuance they need.

DL **Desmond Leo** 23:15

Yeah.

Yeah, because it be.

Because it won't be deterministic, it'll just be just use AI to be like, what's this person trying to say? Like, whatever he's trying to say, like, tag it is this, this, this, this, and you know.

LK **Lesley Kelleher** 23:23

Mm.

SC **Sabine Cronick** 23:23

Perfect.

Yeah, listen, if a week of your time or some of your time in next week could save Leanne half of her time every week, it's worth it's worth trialling that once, seeing.

LK **Lesley Kelleher** 23:29

Mm.

DB **Danny Bowles** 23:31

What? Yeah.

LK **Lesley Kelleher** 23:33

Yeah.

DB **Danny Bowles** 23:35

Once Leanne, once you do what's on display or the AI, what's there, what are the hours left doing? Just errors in the AI code of codification on display?

DL **Desmond Leo** 23:36

Okay.

LW **Leanne Willins** 23:46

Yeah, so like I use the AI first and then I go through each of the codes that are there. And then like sometimes it'll like put weird stuff in the other. So I'll just like unclassify a lot of it and just then manually go through like all of the single codes where it doesn't have like a matching

LK **Lesley Kelleher** 23:48

Mm.

LW **Leanne Willins** 24:07

It's just a very trial and error process, but I'm happy to show you, Desi, what it looks like for me in despair.

DB **Danny Bowles** 24:10

Okay.

DL **Desmond Leo** 24:14

Yeah, let's do it tomorrow. I mean, let's do it tomorrow and then we'll just we'll just sort it out. And then you what are you using? Are you using ChatGPT or Claude?

DB **Danny Bowles** 24:14

Mm.

LW **Leanne Willins** 24:16

Cliffe.

GW **Gary Walsh** 24:17

Okay.

LW **Leanne Willins** 24:24

I think it's ChatGPT behind Displayer.

DB **Danny Bowles** 24:24

It.

But it's built in.

DL **Desmond Leo** 24:29

Oh, do you have, does she, do you have access? Do you have access to a ChatGPT?

LW **Leanne Willins** 24:29

I'm not sure. It's built in, yeah.

GW **Gary Walsh** 24:32

She has access to, she has access to code access.

DL **Desmond Leo** 24:35

Codex. Perfect. Done. Okay, cool. We'll just, we'll just, yeah, we can, we'll do that tomorrow.

OA **Oriol Altisent** 24:42

I had I had some code that you give some open ends, the code find the themes, and then it classifies each respondents in one or or multiple themes, and then you you can have those numbers and and quantify it.

It's not going to do any one figure out, but you have the information if we need it for most guys. So for each respondent, we're going to have a column for each theme and see if the respondents had mentioned it or not. So in our area, I'm using ChatGPT, OpenAI.

DL **Desmond Leo** 25:00

It's...

It's coding art.

Oh, interesting. Cool. Send it over. Yeah, take a look at that too. I don't know if that means Oriol, if you want to just, I mean, we can do that. Maybe the three of us can get on a call tomorrow and just go over the one. Carey, I don't know if you want to be involved or not. This is like, I'm literally just thinking like, we'll just do a quick.

OA **Oriol Altisent** 25:34

Yep.

DL **Desmond Leo** 25:41
repo agent thing that takes a file and just codes it.

OA **Oriol Altisent** 25:45
Okay.

MH **Michelle Healy** 25:47
And say with those codes like.
This is what I was trying to figure out when I was doing coding with ChatGPT. I've got to make me an Excel and then it kind of like, I think it's kind of what you say, Desi. We have an output which is like, this gives me all the verbatims and then it tells me which themes is coded it to and then I can go through and cheque it and I can change any of them if I think so.
what Leanne said, sometimes it's all other. But then to get it back, I think there is a way to do this. We talked about this before, but I just need to spend a bit of time to figure out, but to get that back into queue, like so you can say, oh, anyone who's saying about value, this is what they've responded, because I think that would be the next ask.

DL **Desmond Leo** 26:11
Okay. Yeah.

LW **Leanne Willins** 26:27
which is where display comes in handy because you can have it like once you've coded it up you can put it in a queue.

MH **Michelle Healy** 26:29
Mhm.
Yeah.

DL **Desmond Leo** 26:35
I mean, but isn't that just about ingesting like a new CSV file and merging it into like the data file that you've already done?

LW **Leanne Willins** 26:36

Team.

MH **Michelle Healy** 26:42

Oh yeah, I think so. That's what I think is the next step with the, but just to make sure whatever the output is, it will allow us to do that like it will.

DL **Desmond Leo** 26:43

Okay.

Yeah, sure.

MH **Michelle Healy** 26:52

I don't really know if that was, maybe that was very obvious, but just to, I don't know.

DL **Desmond Leo** 26:57

I, I mean, like, if it's if it's technical, if it's if it's...

able to be done technically, then it's not going to be a problem.

Yeah, we'll do that as a side project. Roles and permissions, survey question redirect type, navigator. Okay, and then we move into the segmentation stuff. We're going to, we've actually got some designs for doing, for improving survey testing to make it a lot easier. So one of the things that I...

I hate the most about testing and surveys, you have to go back and forth. We have a design now that just has everything on the same screen. So any question that impacts the question that you're seeing on the screen, you can just toggle all of this stuff in one screen without clicking back and forth. And then you go to the next question. And then we found some things that we do need to pick up, like an Autosome question type, which we don't have.

DB **Danny Bowles** 27:42

That's great.

DL **Desmond Leo** 27:50

Um...

And then the...

The thing that we think will have a lot of impact is a tool that will help us build better, more beautiful reports. That's the last thing. That's the thing that we're basically like, at some point in the future, we should have, we should start looking into that. It's a lot easier to kind of tell you what we're working on now. And as you can see, like things kind of...

push back on the timelines and stuff. So it's tough to kind of guess like six months from now or three months, four months from now, what the stuff is that we're going to be working on. We can just show you the order of what we think should be worked on. And then if you're like, hey, that later stuff, I don't want it in that order. I think we should have it in this order.

Because I've got this project coming up, and then we just, we just move, we just shuffle those things around everything, but the further something gets away, you know, the more easy it is for us to just kind of move priorities.

Um...

And so this is kind of what our roadmap looks like. If you have access to this link, I think I might as well just, I'm going to share it here.

I don't know if Gary, yeah, just put your e-mail address into there and then you can, you can see our, you can see the roadmap and you can see like what it is we're working on. And so as you get to like, if you're like, hey, that looks really cool, that looks really interesting, let me know when this happens. Like, or I've got a, I've got a use case that can use this particular feature.

GW **Gary Walsh** 29:02

Yeah, they all have access, just put your e-mail, just put your e-mail address in.

DL **Desmond Leo** 29:21

Just ping me and we can start talking about it.

LK **Lesley Kelleher** 29:26

Please God, fingers crossed, we should be hearing about the Coca-Cola conjoint. Like it is ours. They just have to formally confirm it. But Gary, excuse me, I know I mentioned to you in passing, we've sold your soul in terms of a digital simulator. Is that on the list for...

DB **Danny Bowles** 29:27
Yes.

LK **Lesley Kelleher** 29:44
Well, I know, kind of.

GW **Gary Walsh** 29:44
Kind, that's more at the moment, that's it, that's a side project.

LK **Lesley Kelleher** 29:48
Okay, because that's what you did something for Carey or something. I'm not familiar with it like at all, but so you can blame Oriol. Oriol said put in this because they love to carry. But yeah, that just I suppose to bring that up the pecking order as a side project like we're under savage pressure to deliver.

SC **Sabine Cronick** 29:49
He.

GW **Gary Walsh** 29:55
No, no, I'm blaming Rusty, blaming Rusty.

SC **Sabine Cronick** 29:55
So good.

DL **Desmond Leo** 29:57
Yes.

DB **Danny Bowles** 29:57
No.

LK **Lesley Kelleher** 30:08
to Coca-Cola by the end of August, very last week, which we said, look, the digital simulator will most likely we need another week or so after. So kind of early

September time that they'll have an Excel simulator, but they won't have the digital, fully digitalized one.

GW **Gary Walsh** 30:25

Just, just on that, like, I'm struggling a little bit to fill in this.

LK **Lesley Kelleher** 30:28

Our GDPR team.

DL **Desmond Leo** 30:30

Okay.

GW **Gary Walsh** 30:30

It's asking me to make a couple of declarations, but they're based on the software that we use. So I can't really make the declaration until I know it needs to be in today, is that what we said?

LK **Lesley Kelleher** 30:42

She's saying ideally if we can get today because she won't award it until we get to the GDPR. But it's crazy because we're not doing any PII of theirs.

MH **Michelle Healy** 30:43

The.

GW **Gary Walsh** 30:47

Right, Anna.

Yeah, what, what did the actual definition of P.I.I. is quite broad, so that we focus vision does collect IP addresses so automatically or snapped, and you know, and we do have IDs and yada yada yada. You've mentioned a little bit of software, I don't know what about that one I need to look into it, which is great spin, yeah, I don't know what that is.

LK **Lesley Kelleher** 30:58

Mhm.

Okay.

Scam, is it? That's where.

DB **Danny Bowles** 31:10
Mhm.

LK **Lesley Kelleher** 31:12
That's where Oriol worked.

GW **Gary Walsh** 31:14
So, I'll have to figure that, but anyways, just as in the side on that one, just to so you're aware.

LK **Lesley Kelleher** 31:18
Okay.

DL **Desmond Leo** 31:19
Yeah, I think when it comes to, when it comes to side projects, like,

DB **Danny Bowles** 31:20
Yeah.
Yes.

DL **Desmond Leo** 31:23
There's basically tonnes of...
Because they do happen on the side, like we've got, like, I can, I've got room to take on side projects, Gary's got room to take on side projects, like some of these, some of these things.

MH **Michelle Healy** 31:35
I was like, what?

GW **Gary Walsh** 31:36
Okay.

DL **Desmond Leo** 31:37

I like I anticipate, you know, like if you're like, oh, I'm spending like hundreds of hours doing this thing or I'm just spending way too much time doing this thing. Sometimes it will work and sometimes it didn't because I feel like we did, we tried something for. We tried that analysis thing for Board Priya and that I completely underestimated the amount of effort that we're taking. Once we finally got it working, it was like, let's not do it, let's not use it this time. But you know, like, so there's definitely room to for us to pick things up and I'm.

LK **Lesley Kelleher** 31:53

Ohh.

SC **Sabine Cronick** 32:00

Yeah.

DL **Desmond Leo** 32:08

Because...

I'm familiar with the coding side of things because I built like a little crappy thing way, way, way back before AI even existed. I feel like that's something that can be tackled. So if you were like, hey, look, we're a punch on time and we need to get this thing out, just ping either of us and would just be like, yeah, sure, we'll see what we can do. As long as it doesn't need to be productized completely.

So that the entire team needs to then work on this, like, it's a very easy thing to build a one-off piece of code that might not be reused ever again, then to build something that...

has to meet a level of standard where other customers have to be able to use it and stuff. So like the more internal it is, the more scrappy we can get with how quickly we build you something.

MH **Michelle Healy** 32:58

Les, do you think that's something, and this is going to kill me, I keep saying you should speak to Carey and Tess about this, but for the Musgraves, the segmentation, I know the piece you have like in the pipeline, but is there something like with the,

like forgetting to, yeah, we have all this information we're supposed to not analyse for the segmentation and like,

DL **Desmond Leo** 33:08
Yeah.

MH **Michelle Healy** 33:16
not using it as a tool, but like just something to get us there because we need to be there last week, like prompting with ChatGPT and stuff.

LK **Lesley Kelleher** 33:21
Mm.

DL **Desmond Leo** 33:25
I'm not sure I understand the question. Get us there for what are you doing? What is the...

LK **Lesley Kelleher** 33:29
It's like a knowledge review. So of everything we've done for Musgrave, everything they've done that they can share with us kind of.
Have we any hypothesis coming out of it on what our segments are potentially going to be like? Is there kind of key watch outs what we need to...
Ensure we, I suppose, include within our survey design.

DL **Desmond Leo** 33:49
I mean, I suppose that's actually, Gary, that's just inside Navigator, right? Like, I think that that's...

LK **Lesley Kelleher** 33:51
Mm.

GW **Gary Walsh** 33:53
Yeah, just go grab all the documents that you have that you want to cheque and give us them in a folder.

DL **Desmond Leo** 33:58

Yeah, and then we'll process it and we'll give it, it will give you access to the same internal tool that you've been using to test the the the other stuff, and you...

LK **Lesley Kelleher** 33:58

Okay, will do.

Okay, Grace.

DL **Desmond Leo** 34:07

It'll be a good test opportunity to see whether or not it works with a large corpus of data.

LK **Lesley Kelleher** 34:14

Thanks.

DL **Desmond Leo** 34:14

I.

GW **Gary Walsh** 34:14

If that if it's something we can obviously tweak the prompt as well, there's the on the fly if we need to just do a slight tailor for you.

DL **Desmond Leo** 34:20

Yeah.

GW **Gary Walsh** 34:21

short term if you need to change the output to be very specific. So have a look through all your folders again, like we could go through the Musgrave Dropbox folder right now, but it's full of crap like so.

LK **Lesley Kelleher** 34:32

Yeah, I'll just, I'll cherry pick.

MH **Michelle Healy** 34:33

How dare you?

You worked very hard on that crap.

GW **Gary Walsh** 34:36

All preview, Michelle. It was all from before. No, what I mean is that there's 20 different versions of the same PowerPoint that are all final one, final one, final one, final one, two, final one, two, three, final, you know. Yeah, and they're all 800 megabytes. Yeah, so.

LK **Lesley Kelleher** 34:38

Priya, Priya.

Yeah, yeah, yeah.

MH **Michelle Healy** 34:45

Yeah.

LK **Lesley Kelleher** 34:45

Yeah, FA123, yeah, yeah.

MH **Michelle Healy** 34:50

Feyzi today.

LK **Lesley Kelleher** 34:50

Today, yeah, so OK.

GW **Gary Walsh** 34:53

As soon as you want.

SC **Sabine Cronick** 34:54

I'm happy to help with segmentation stuff as well, Lesley and Michelle, so...

LK **Lesley Kelleher** 34:58

Fresh. Brilliant. Thanks.

DL **Desmond Leo** 34:59

Mm.

And.

But...

It sounds like in that particular use case, you just want to be like...

You wanna have.

And all knowing, all seeing agent, that's like, I know everything you've done for Musgrave. So then if, okay, that's it versus versus like, I want to know how a specific segment is going to respond to something.

LK **Lesley Kelleher** 35:21
Yeah.

SC **Sabine Cronick** 35:27
This is the pre-work, this is the pre-work, this is the stage one or before stage one even, just to help them get their ducks in a row. Once we've done the segmentation, then they might need that as well. But I actually think to your point, we have a few, relatively the grand scheme of things, but few big clients. If we could have a knowledge repository or whatever you want to call it,

LK **Lesley Kelleher** 35:28
But you, yeah, yeah.

DL **Desmond Leo** 35:35
Got it.
Okay.

LK **Lesley Kelleher** 35:38
Mm.
For those things.

SC **Sabine Cronick** 35:49
for each one of our big clients, that would be really helpful. But it does rely on the team cleaning up the folders. So we're in that.

LK **Lesley Kelleher** 35:53
Yeah.

DL **Desmond Leo** 35:53
That is.

LK **Lesley Kelleher** 35:56
Cleaning the folders.

DL **Desmond Leo** 35:58
Yeah, I mean that that is that is that is the full intent of Insight Navigator, right? And actually, that's the intent of this platform is that if you, in the future, had all your research on this platform, no matter what type of research it was, then you could make a query and it would just sift through all of the types of research that you've done. So it doesn't have to be in like a folder system anymore. It's just stored.

LK **Lesley Kelleher** 36:02
Mm.

SC **Sabine Cronick** 36:03
Yeah.

DL **Desmond Leo** 36:21
as like your second research brain for everything ever conducted.
Um, okay, so...
That's what you see is coming up. We've got two things set.
things to work on as soon as you, I mean, like once, yeah, just once you guys have a clean folder from Musgrave, just let us know and then we'll see what we can do to ingest it. Like the backend plumbing works already. I'll work on the coding thing.
Gary will work on the, that other thing, that visualisation thing.

LW **Leanne Willins** 36:49
I.

LK Lesley Kelleher 36:53
What digital simulator thing? Yeah, yeah.

DL Desmond Leo 36:54
do the digital simulator thing. In the meantime, are there...
How often do projects come up? Are they like they, you can see them on the horizon or are they like sometimes they just come up and tomorrow you got to launch something that will dictate like how frequently we should maybe meet up or touch base to say like, hey, I've got this project now.

SC Sabine Cronick 37:17
We just, we just literally, before we joined this meeting, we had a meeting prior where I have set up what I'm calling the matrix, which is going to be all live jobs and when their timings are, and then a separate tab for all proposals or when they might land. Give us a month.

MH Michelle Healy 37:26
Yeah.

DL Desmond Leo 37:28
Mm.
Okay.

SC Sabine Cronick 37:36
to get that properly up and running. And that's going to then, it should, you know, there's no reason why you wouldn't be able to access it. So there's no secrets in there. But that'll give you an idea of how quickly things move. But my interpretation of this is I think whilst it's super useful for the team to hear about all the things that you're building and help you decide what things go up and down the list,

LK Lesley Kelleher 37:38
Yeah.

DL **Desmond Leo** 37:44
Okay.

LK **Lesley Kelleher** 37:54
Yeah.

SC **Sabine Cronick** 37:59
Either we've turned this into like a shorter meeting or we do it quarterly and more focused on what do you want us to prioritise this quarter.

LK **Lesley Kelleher** 38:07
Mm.

SC **Sabine Cronick** 38:07
for the build because month is going to go fast and everyone's busy. And as you well know from last week in Madrid, like we're all going to get pulled in different directions. I think we just need to be focused on what do we want to get out of this. And my understanding from what we're saying is A, get projects on the system and B, work out whether there's certain

LK **Lesley Kelleher** 38:09
Yeah.

DL **Desmond Leo** 38:20
Mm.

SC **Sabine Cronick** 38:28
builds that we need to do ahead of others.

DL **Desmond Leo** 38:31
Uh, yeah, I mean like...

GW **Gary Walsh** 38:31
Yeah, we don't really know if we haven't known if anything was actually planned

ahead of time or if when we get them, that is when you got them. You know, so it was just if it was if it was the case that they're sitting there and prepped and waiting to be scripted or whatever for a couple of weeks, then we if we knew that ahead of time. Yeah, I kind of figured it might be like that, but like, as I say.

SC **Sabine Cronick** 38:47
No.

LK **Lesley Kelleher** 38:48
No, it's like that, yeah.

GW **Gary Walsh** 38:53
Some things are, I know the omnis kind of happen on the fly because you're waiting on the clients to respond to generate them, but you know, if there was something else that...

LK **Lesley Kelleher** 39:02
Like at least those question styles, like they're a given and they come up, you know, kind of on an ad hoc basis, but you know, they'll come around at some stage again. So those are ones that would be useful like that. Yeah, we're moving into this space of digital simulators and stuff for Coca-Cola. You did one for Carey, brand new.

DL **Desmond Leo** 39:02
What?

GW **Gary Walsh** 39:19
Particularly for pitching, like it is good to know the pitching stuff, so if you were pitching for a CEP, a bunch of CEP ones, we'll know strapped about, we can't really do that CEP stuff, so we...

LK **Lesley Kelleher** 39:28
Yeah.
And like that, I think it's our pool of knowledge and us even knowing what each other is doing because like that, I was working on the Coca-Cola proposal with Oriol and like I didn't know about the digital, only Oriol said it and we got it in and I said

that's what actually helped us win the actual job. Do you know that way? So like this is good to know what.

GW **Gary Walsh** 39:43
Yeah.

DL **Desmond Leo** 39:44
Mm.

LK **Lesley Kelleher** 39:49
Kind of capabilities are, but...

GW **Gary Walsh** 39:49
I agree, Sabine, like that, but I think they this could this could be a like a 5 minute call, you know, when we get when we get into the cadence of like, is that none? No? Cool. See us. Good luck. Goodbye.

LK **Lesley Kelleher** 39:56
Yeah.

DL **Desmond Leo** 39:56
Yeah, like I don't think...

SC **Sabine Cronick** 39:59
Yeah.

LK **Lesley Kelleher** 40:00
Yeah, yeah.

DL **Desmond Leo** 40:02
Exactly, because the roadmap also doesn't change very fast. So like by the next month, I'm not going to have anything new for you other than saying like, hey, by the way, these things are done. So like our side of it is going to be pretty

GW **Gary Walsh** 40:05

Yeah.

LK **Lesley Kelleher** 40:08

Yeah.

SC **Sabine Cronick** 40:10

Right.

DL **Desmond Leo** 40:16

bland and empty, but it is just to try and catch like, hey, I've got this thing that I'm working on now. Also, the one case for keeping it top, doing it monthly is to keep it top of mind so that we can continue throwing things on Empathy, whereas if we do it quarterly, then it's easy for us to kind of just go off the radar and then everything goes back into like.

LW **Leanne Willins** 40:23

Would it?

DL **Desmond Leo** 40:38

Normal.

SC **Sabine Cronick** 40:39

But we're also going to be bolstering comms across the businesses, which I haven't yet implemented. I think there'll be other mechanisms that we'll be able to use to be like, look what we've, you know, what's going on in Empathy, what's going on in IQ, etc, so that people will learn and be like, oh, I want to know more. Conversations happen.

DL **Desmond Leo** 40:43

Right.

Right.

Okay.

LK Lesley Kelleher 40:51
Yeah.

DL Desmond Leo 40:56
Yeah, sure. Okay.

LW Leanne Willins 40:56
But it makes sense from a like project point of view for like me and Jiawei to join a call with you and Gary on the monthly basis, because we should then in theory have access or knowledge of things that are coming down the line. So then it isn't a full team call.

DL Desmond Leo 41:12
Is that is that the is that the new hire? The new hire is a a PM. Nice.

LW Leanne Willins 41:14
Yeah.

LK Lesley Kelleher 41:15
A shower, yeah.

SC Sabine Cronick 41:15
Yes, I think that way.

DL Desmond Leo 41:18
Cool.

LK Lesley Kelleher 41:18
Step one day.

LW Leanne Willins 41:19
That just might make a bit more sense than trying to get everyone pinned down when there's just four versus everyone.

DL **Desmond Leo** 41:23

Mhm.

Yeah, yeah.

LW **Leanne Willins** 41:28

Yeah.

DL **Desmond Leo** 41:29

Okay, sure. Yeah, I'm happy to...

Well, I don't know what to do off the back of the sun. Do I narrow it down to us with Leanne and I think Joey, you said? And then do the four of us for the monthlies and then like once a quarter do...

LK **Lesley Kelleher** 41:41

Joanne.

GW **Gary Walsh** 41:46

Did you say Joe yet?

LK **Lesley Kelleher** 41:48

Xiawei, Xiawei.

DL **Desmond Leo** 41:48

It wasn't that...

LW **Leanne Willins** 41:48

Shall we? That's my, that's my accent, butchering is.

SC **Sabine Cronick** 41:49

Yeah, way.

LK **Lesley Kelleher** 41:50

Joanne.

DL **Desmond Leo** 41:52
Say it again.

SC **Sabine Cronick** 41:52
No.

GW **Gary Walsh** 41:53
The Jordy said, Joey Xiaowei, Chinese lady.

LK **Lesley Kelleher** 41:54
Yeah.
Shall I?

DL **Desmond Leo** 41:56
Is that way?

GW **Gary Walsh** 41:57
Chinese name, yes.

LW **Leanne Willins** 41:58
I definitely didn't see Joey, but alright.

GW **Gary Walsh** 42:00
Yeah.

LK **Lesley Kelleher** 42:01
That's true.

GW **Gary Walsh** 42:03
Did Julie Jordy?

LK **Lesley Kelleher** 42:05
Yeah.

SC Sabine Cronick 42:05
Yeah.

LW Leanne Willins 42:06
Leave us alone, but I've just got back.

GW Gary Walsh 42:08
Oh.

LK Lesley Kelleher 42:09
Um...
No.

DL Desmond Leo 42:11
Um...
I can do that, I can do that then. I can, I can be like, look, we can have like a wider between the two of us quarterly, or I can, or we can just wait for Sabine then, and I'll just do like an operational one between the four of us. That's not a, however you choose, we should do the meetings.

SC Sabine Cronick 42:29
I don't know, I'm open. I was just thinking that...
Yeah, the builds, that's not going to change to your point. And the project review will be in a better place once that once that spreadsheet is up and running.

DL Desmond Leo 42:45
We can wait, we can wait until the project becomes out then, and in the meantime, I'll just, yeah, I can set up a meeting with the regular meeting with Leanne or something like that.

SC Sabine Cronick 42:56
On your way.

DL **Desmond Leo** 42:57
And, and your way, yes.

LK **Lesley Kelleher** 42:57
Certainly.

DL **Desmond Leo** 43:00
Um...

SC **Sabine Cronick** 43:01
Yeah, that sounds good.

DL **Desmond Leo** 43:02
Okay.

SC **Sabine Cronick** 43:04
We can also, because one of the things, so when we have our September away day, I also need to think about what we're going to be doing on the two days. But, you know, again, there might be something here about like, you know, ways of working or how to get this sort of information going both ways, because I think EIQ would benefit from having researcher input to make sure that your

DL **Desmond Leo** 43:04
Uh...
All right.

LK **Lesley Kelleher** 43:18
Yeah.

SC **Sabine Cronick** 43:24
you know, you're deciding the priorities in some respects, when actually sometimes it'd be more useful for these guys to say to you, actually, that's going to be more useful for us or whatever. So, you know, there might be something that we do

together on the day to kind of work through it, workshop it with everyone at the same time to help work out what the next three months, six months looks like.

DL **Desmond Leo** 43:24

Hmm.

Absolutely.

DB **Danny Bowles** 43:32

Mm.

MH **Michelle Healy** 43:39

I was wrong.

SC **Sabine Cronick** 43:43

you know, it might be something like that. So there's lots of options.

DL **Desmond Leo** 43:45

And something I floated to deck a while back, but I completely forgot about it until you mentioned this now. I mean, like, maybe there's an...

Maybe I said it in your, maybe there's an opportunity to be like, look, for every project that you work on, you get access to a platform as well. And so we can, you can start using it as your central database, but then maybe that eats away at.

SC **Sabine Cronick** 44:11

Yeah, that.

DL **Desmond Leo** 44:12

Revenue.

SC **Sabine Cronick** 44:13

Well, it's not just that moment, it's a time thing, that the Empathy team are busy. So I don't want to put extra on them until we've worked out a smoother way of working. Then we can see how we can make things better. But at the moment, we just need to fix a couple of bits first.

DL **Desmond Leo** 44:16

Mm.

Mhm.

Okie dokie.

SC **Sabine Cronick** 44:30

But that definitely can be part of it, but we're just not there yet.

DL **Desmond Leo** 44:33

Cool.

DB **Danny Bowles** 44:34

Just.

Sorry, regarding projects that can go on MPIQ, obviously, you know about Brand Builder and what kind of means it cannot. Like, turn to the other trackers, the likes of a meat monitor. Are you guys aware of that? Like, have you been looking at that survey and I'm seeing, like, yeah.

GW **Gary Walsh** 44:51

Yeah, they're the ones that we analysed to figure out what the gaps are with the allocations.

DB **Danny Bowles** 44:55

You know, okay, yeah, alright, so it's just it is just new project and even yeah, that that could that could be going on there.

GW **Gary Walsh** 45:01

And I think if I'm not mistaken, that me tracker one has a max diff as well.

LW **Leanne Willins** 45:05

Uh, no.

DB **Danny Bowles** 45:06

Doesn't, but there's plenty of there's plenty of conditional text and stuff in there.

GW **Gary Walsh** 45:07

As I wanna wanna.

LW **Leanne Willins** 45:08

It's Musgraves.

GW **Gary Walsh** 45:11

Add languages as well. I think that one had, did not like there was there was a few. I have a I have a list of all the top ones that we do like that. I think that is it the beef one or the meat one was like 50, 60,000 completes of our 140 a year. And they had, I thought it was max, maybe that's the.

LW **Leanne Willins** 45:11

Yeah.

DB **Danny Bowles** 45:13

Yeah, yeah.

LW **Leanne Willins** 45:13

Yeah, there's seven, 7.

DB **Danny Bowles** 45:23

Yeah.

LW **Leanne Willins** 45:25

Yeah.

GW **Gary Walsh** 45:29

That's probably the most great one. Certainly languages and complicated allocations were the two critical things.

DB **Danny Bowles** 45:34

Yeah.

OK, no, I just wanted to make sure that that it was kind of...

LW **Leanne Willins** 45:38
Yeah.

GW **Gary Walsh** 45:39
Yeah.

DL **Desmond Leo** 45:39
Where, what?

LW **Leanne Willins** 45:39
And just from a field work point of view, I'd avoid Meet Monitor, Musgraves and Britvic just for how long in the tooth they are to be going on to the platform. I'd keep them in focus vision.

DB **Danny Bowles** 45:49
Yeah, okay.
Quinn.

SC **Sabine Cronick** 45:51
Yeah, yeah, I guess this is about the next continuous tracker. Could it start as we need to go on? That's the question.

DL **Desmond Leo** 45:51
Yeah.

LW **Leanne Willins** 45:52
The.

DB **Danny Bowles** 45:55
Yes, yeah.

LW **Leanne Willins** 45:55
Yeah.

DL **Desmond Leo** 45:58
Yeah, yeah, the, yeah, the deck is.

GW **Gary Walsh** 46:00
Deck does want to get rid of Focus Vision, so...

DL **Desmond Leo** 46:03
Yeah.

LK **Lesley Kelleher** 46:03
Plus.

GW **Gary Walsh** 46:04
That's part to do.

SC **Sabine Cronick** 46:05
We said that to CV for like 4 years about what we wanted to do, but client, no, no, I know, but client historical data is worth a lot of money and the amount of work to be done is not, is not eminently simple.

GW **Gary Walsh** 46:08
Yeah, yeah, yeah. I'm at.
Hi.
Totally fine, leaving it there.

LW **Leanne Willins** 46:20
Yeah.

GW **Gary Walsh** 46:20
Ha.

LW **Leanne Willins** 46:23
Yeah.

SC Sabine Cronick 46:23
Nice.

DL Desmond Leo 46:23
So speaking of current projects then, is there anything currently in the pipeline that would could be thrown on to Empathy IQ?

DB Danny Bowles 46:34
It's just finished, so no, not this time, but for the next time around, I'd suggest the organic EU one that we do, which is phone survey. I don't think there's any reason why it can't be done next time, and the next time will be will be there this time next year, but that's one that we should we should have been thinking about a couple of a couple of months ago.

LK Lesley Kelleher 46:40
Okay.

DL Desmond Leo 46:52
It's a phone server.

DB Danny Bowles 46:53
Yes, so some of it's Cate, yeah, Katie, but it's done through Focus Vision.

GW Gary Walsh 46:59
I'll cheque it.

LW Leanne Willins 46:59
Yeah, it's all it's all one link, whether the whether the people who were getting the participants for us, it was all done on one link. So, whether it was online or catty, it was all done. There's no specific like, it just has to be an open link is the kind of requirements to it.

DL Desmond Leo 47:08
Mm.

Okay.

Okay.

GW **Gary Walsh** 47:17

I'll cheque it. What you could say was called EEU.

LW **Leanne Willins** 47:18

I'd agree with that one.

DB **Danny Bowles** 47:21

Organic EU.

LW **Leanne Willins** 47:21

Organic.

DB **Danny Bowles** 47:24

It's on, yeah, it's on, yeah, Focus Vision, if that's where you look, Logan.

DL **Desmond Leo** 47:25

T.

You can just migrate that over and...

GW **Gary Walsh** 47:29

Or beer.

LW **Leanne Willins** 47:30

Yeah.

DB **Danny Bowles** 47:30

Yeah.

GW **Gary Walsh** 47:31

June 26th.

LW **Leanne Willins** 47:32
Yes.

DB **Danny Bowles** 47:33
Yeah.

GW **Gary Walsh** 47:34
All right, lovely.

DL **Desmond Leo** 47:36
Cool.
Anything else?

SC **Sabine Cronick** 47:39
But we will, when we have our weekly team meetings, we'll, when we're thinking about what's coming up to be one, like Cate Kelleher, which is a conjoint, so it's a no, but we'll add that in. This is something that we'll all just think ourselves, well, as my daughter would say, we'll keep it in our heads. And then we can be like, could this, could this go?

LK **Lesley Kelleher** 47:48
Mmh.

DL **Desmond Leo** 47:48
Mhm.

LK **Lesley Kelleher** 47:51
Yeah.

DL **Desmond Leo** 47:54
Yeah.

LK **Lesley Kelleher** 47:54
Yeah.

SC **Sabine Cronick** 47:57

So the IQ team. No, because, and then even telling you that we can't do this one because, and if each time we're saying the same thing, you can be like, we need to bring that up the list.

LK **Lesley Kelleher** 48:02

Yeah.

DL **Desmond Leo** 48:02

Yeah.

Exactly, yeah.

SC **Sabine Cronick** 48:07

Yeah, we can do that. We can definitely monitor that for you.

LK **Lesley Kelleher** 48:08

I.

DL **Desmond Leo** 48:08

Yeah.

Awesome.

Okay.

SC **Sabine Cronick** 48:13

Great, thank you.

LK **Lesley Kelleher** 48:13

Who?

DL **Desmond Leo** 48:13

Well, that's it then. Thank you, guys.

LW **Leanne Willins** 48:17

Thank you very much.

LK **Lesley Kelleher** 48:17

Thank you.

DL **Desmond Leo** 48:18

Great chatting to you. Talk to you guys later.

LK **Lesley Kelleher** 48:20

Likewise.

MH **Michelle Healy** 48:21

Cheers. Thanks everyone. Bye. Bye.

LW **Leanne Willins** 48:21

Have a good afternoon. Bye, bye, bye.

GW **Gary Walsh** 48:22

Bye, guys. Thank you. Bye. Bye.

DB **Danny Bowles** 48:22

OK. Have a nice evening. Take care.

● **Sabine Cronick** stopped transcription