AlphaSense

4 Key Considerations for Generative AI in Market Research Workflows

Generative AI (genAI) has the ability to automate workflows, promising market researchers less time spent on tedious data collection and more time for strategic analysis. To realize those gains, enterprises and investors need to also understand the technology's limitations and risks, including misinformation, hallucination, unclear citations, and data privacy concerns.

Here are four key considerations to address when applying genAI to your market research workflow.

1 Trustworthy Content

The quality of your research starts with the content it's based on. Consumer-grade genAI is often trained on incomplete, outdated, or unverified sources. For strategic decisions, you need systems built on high-quality business and financial content—not the entire internet. It should encompass all the four key perspectives and be kept up-to-date to ensure the insights you surface validated.

2 Purpose-Built for Business

There are common questions that business professionals look to answer about companies, their earnings, and the competitive landscape that most genAI platforms aren't equipped for. To drive critical business and financial strategies, your AI needs to reduce noise and source relevant and accurate insights. Ensure your tool includes semantic search, topic and KPI extraction, sentiment analysis, and relevance ranking.

3 Cited and Verifiable

Context and validation is critical for those who rely on insights to power million-dollar decisions. Tools that cite reference materials guarantee you have the ability to verify any statement or fact. Computer-generated outputs should link to language snippets within documents that drive summarized insights. Ensure your genAI tool supplies data that is easily verifiable and includes source documents accessible within a single workflow.

4 Protected Internal Data

One of the most critical risks posed by genAI is the security of proprietary information. Some common issues are: data breaches of private information and data ownership. Enterprises and investors need their teams to be aware of what internal information can be used with GenAI systems, and how the content they produce can be shared.

For now, genAI isn't making strategic business decisions on its own. What it can do, though, is revolutionize your day-to-day work of collecting and organizing business data. Learn more about the genAI market and how it will shape the future of business in our latest report: **The Future of Generative AI: Analysis of the Leaders, Opportunities, and Threats**.

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