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Entropik Launches Decode CoPilot for Augmented Consumer Research Experience

National, October XX, 2023: Entropik, a leader in human insights, today announced the launch of Decode CoPilot, a new feature in Decode, an integrated consumer research platform.

Decode leverages Behavioral AI, Emotion AI, and Generative AI to revolutionize both qualitative and quantitative research, consolidating all research services into a single, unified platform for brands. The new feature, built to further transform and enhance customers' experience with Decode, promises to deliver seamless data analysis capabilities to its users.

Decode CoPilot boasts advanced capabilities to answer questions based on comprehensive analysis conducted on various research data available within the Decode workspace. The platform offers several valuable benefits, including instant answers, effortless natural language interaction, supercharged efficiency, tailored insights for your unique research needs, assured confidentiality to protect and secure your research data, and the ability to analyse emotion and behavior data at scale.

One of the key features of the Decode CoPilot is its user-friendly interface, which allows users to ask queries about the research data available in the workspace seamlessly. CoPilot assists users in obtaining rapid insights from historical and contemporary research data, PDFs, PPTs, transcriptions, and other sources. Users can effortlessly inquire with CoPilot using everyday language, as if engaging in a conversation with a research analyst.

About Decode:

Decode is an Integrated Consumer Research Platform powered by Insight AI that accelerates research processes by 6x, offering a seamless experience for Quant, Qual, Diaries, Media, and Shopper research. With a Global Panel of 80 million+ respondents across 120 countries, we ensure easy access to your target audience. Insights AI, powered by Facial Coding, Eye Tracking, Voice AI, and Generative AI, delivers unbiased, rich, and actionable insights for precise decision-making. The Decode Repository consolidates past and present data, creating a single source of truth for consumer research.
Decode is not just a platform; it's the future of consumer intelligence – bridging data and decisive action.

About Entropik:

Entropik is a Human Insights AI company that specializes in consumer and user research. They also offer standalone tech solutions through API/SDK integrations. Their technology stack includes Emotion AI, Behavior AI, and Generative AI. Entropik is the only company in the world that covers both consumer and user research. It caters to 150+ global clients across sectors such as Telecom, BFSI, Media, CPG, FMCG, Entertainment, Fintech, and E-commerce, among others. The company has 17 global patent claims in the arena of Multimodal Emotion AI technologies like Facial Coding, Eye Tracking, and Voice AI. Entropik has won many awards and accolades, such as the Amazon AI Award 2018, and has been quoted by Gartner as one of India's 'Top 5 Cool Vendors in AI'. For more information, please visit: https://www.entropik.io/

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