

AI Transformation of Understanding Customer Needs

Dan Adams
President, The AIM Institute

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How does AI help humans?

Hmm (I'm thinking)

AI

What has mankind learned about this topic?



AI

Summarize insights and create a report on this topic

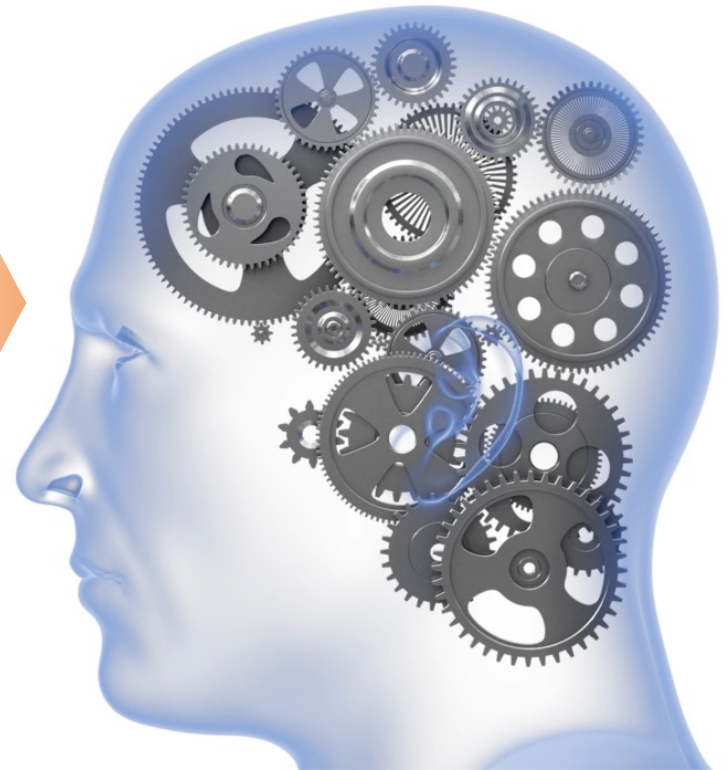
A surprising benefit of AI...

I'm thinking better

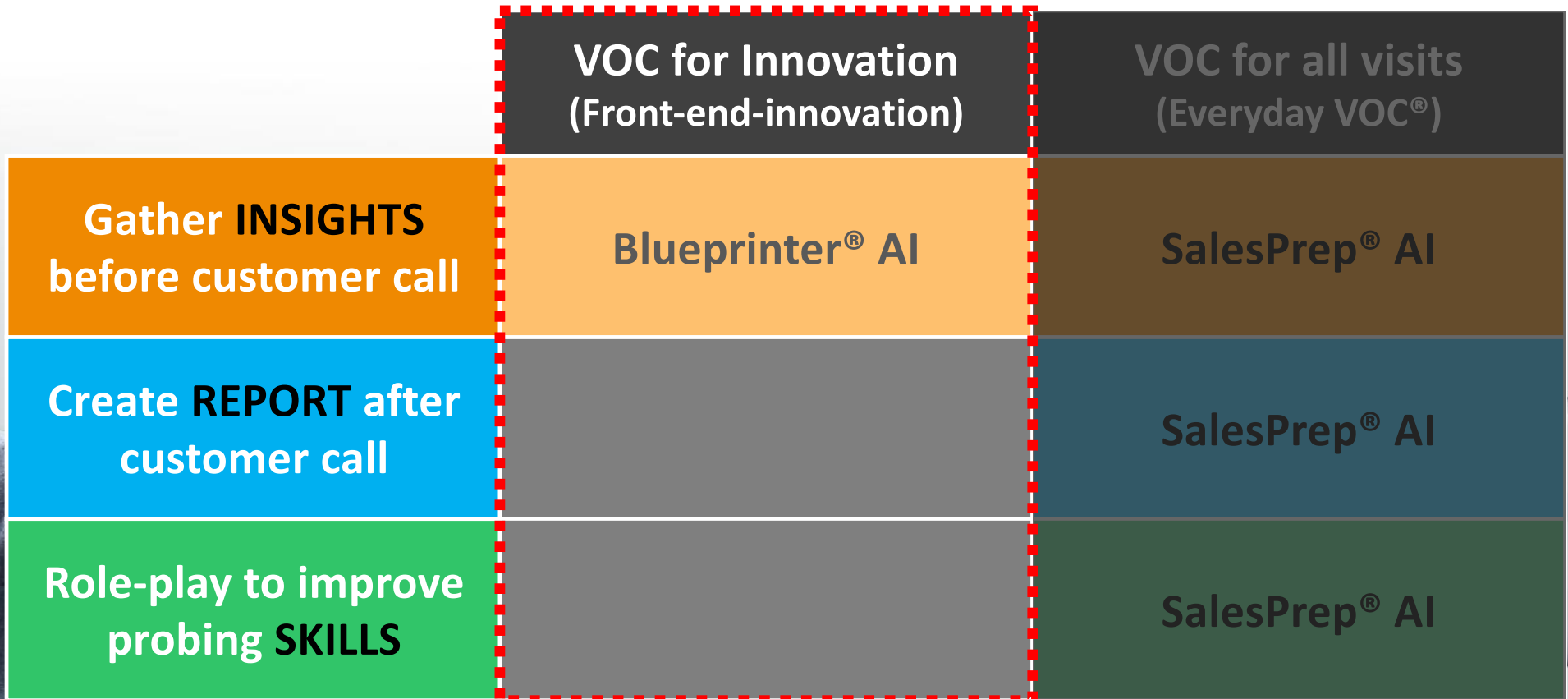
AI

What has
mankind
learned
about this
topic?

Practice probing skills
with an AI "Customer"



Using AI to understand customer needs



First, what are best practices for humans?

Discovery Interviews

Qualitative



Stops errors of omission

Customer
comes
Hiding Power
Scrub Resistance
Crayon Removal

Diverge

Preference Interviews

Quantitative

Prioritizing is the most important!

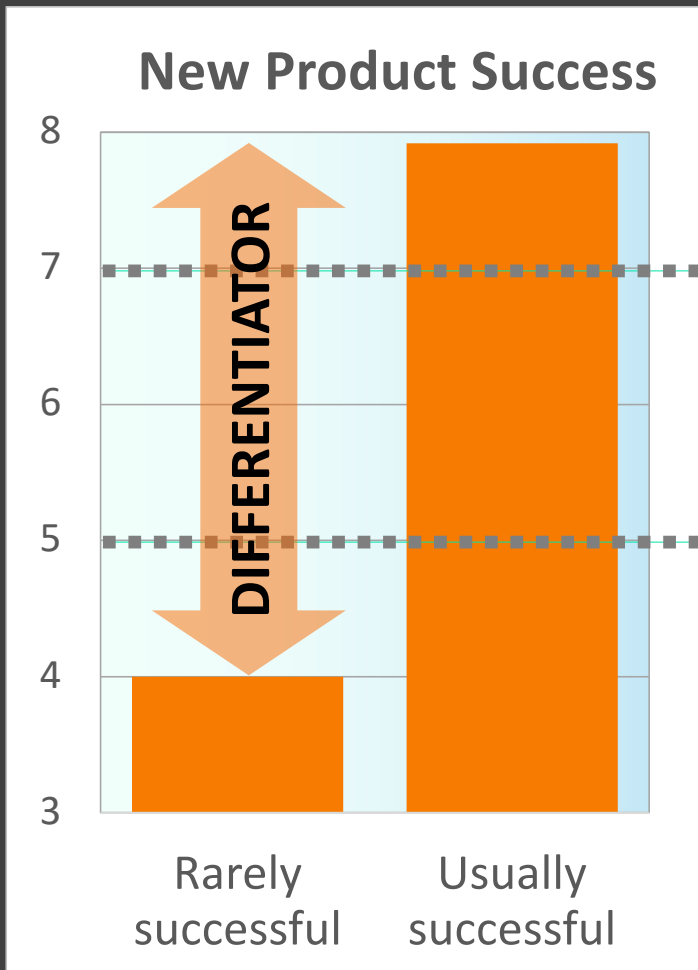


Stops errors of commission

Market Satisfaction Gap
= Avg IMP x (10 – Avg SAT)

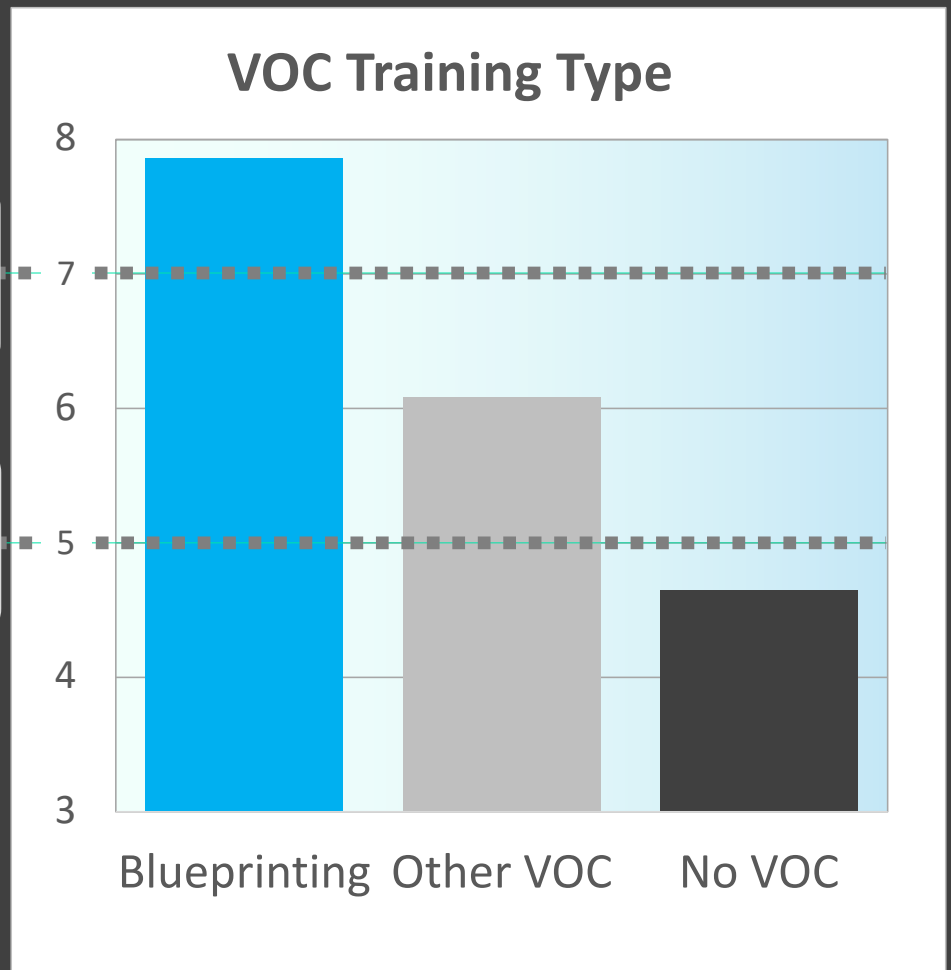
Converge

PRIORITIZING customer needs = strongest correlation to success



**Good
Prioritizing**

**Barely
Acceptable
Prioritizing**



Discovery Interviews

Qualitative

How many of these desired outcomes could AI generate?

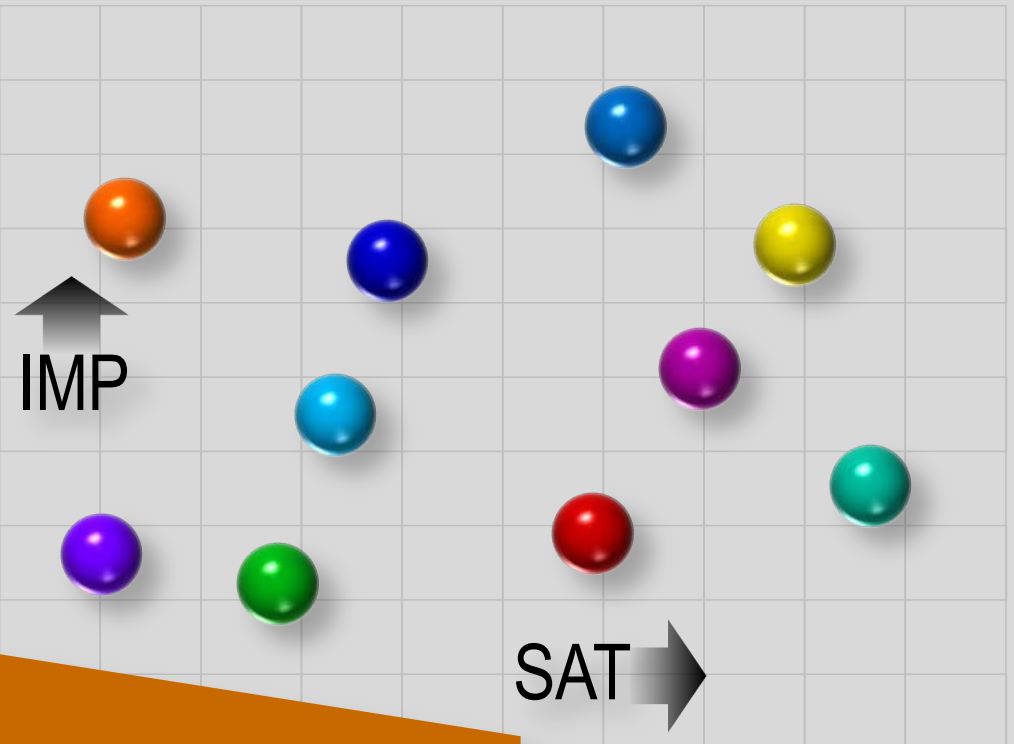
Uncover Customer Outcomes

- Hiding Power
- Scrub Resistance
- Crayon Removal

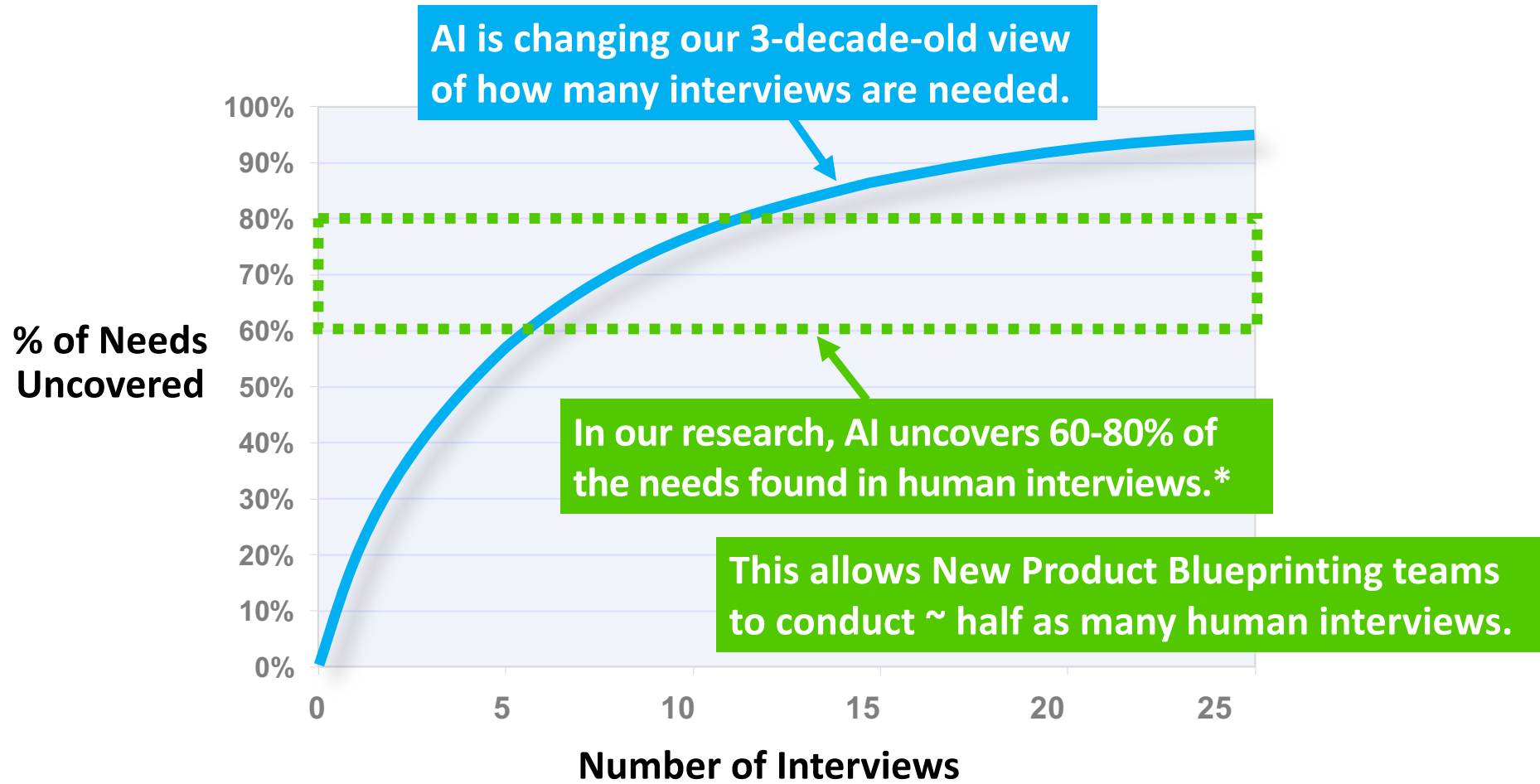
Diverge

Preference Interviews

Quantitative



Converge



Source: "Voice of the Customer", Griffin and Hauser, *Marketing Science*, Winter 1993

* Both human and AI interviews were done using Discovery methodology from New Product Blueprinting, Dec, 2023.

Blueprinter 5.0

Discovery Noteboard

Discovery Meeting
with ACME Resins
and Artificial Intelligence VOC

Agenda

Current State 0

Problems 19

Ideal State 0

Triggered Ideas 0

Top Picks 0

Next Steps

Views

- Normal view
- 6 per page view
- 12 per page
- 36 per page
- Full Text

Exit AI mode

1 Uneven application

TP MH
Votes 0

Contractors often struggle with achieving a smooth and consistent application of semi-gloss paint on interior surfaces, resulting in an uneven finish.

AI

2 Visible brush or roller marks

TP MH
Votes 0

Painting with semi-gloss can leave behind noticeable brush or roller marks, making the surface appear streaky or textured.

AI

3 Poor adhesion

TP MH
Votes 0

Semi-gloss paint may have difficulty adhering properly to certain surfaces, leading to issues such as peeling, cracking, or flaking.

AI

4 Drying too quickly

TP MH
Votes 0

The fast drying time can make it difficult to maintain a uniform finish, especially in areas with high airflow or low humidity.

AI

5 Difficulty in achieving uniform

TP MH
Votes 0

Achieving complete coverage with semi-gloss paint can be challenging, particularly when covering darker or contrasting colors.

AI

6 Prone to showing

TP MH
Votes 0

Semi-gloss paint can be prone to splattering during application, leading to unwanted spots or droplets on adjacent surfaces.

AI

7 Staining over time

TP MH
Votes 0

In certain conditions, semi-gloss paint may develop stains or yellowing over time, especially in areas exposed to sunlight or high humidity.

AI

8 Difficulty in touch-up work

TP MH
Votes 0

Touching up semi-gloss paint can be difficult, as the new application may not blend perfectly with the existing finish.

AI

9 Limited hiding capabilities

TP MH
Votes 0

Semi-gloss paint may have difficulty hiding imperfections or uneven surfaces, requiring multiple coats for a smooth finish.

AI

10 Incompatibility with certain primers

TP MH
Votes 0

Some primers may not be compatible with semi-gloss paint, leading to adhesion issues or surface damage.

AI

11 Difficulty in touch-up work

TP MH
Votes 0

Touching up semi-gloss paint can be difficult, as the new application may not blend perfectly with the existing finish.

AI

12 Limited hiding capabilities

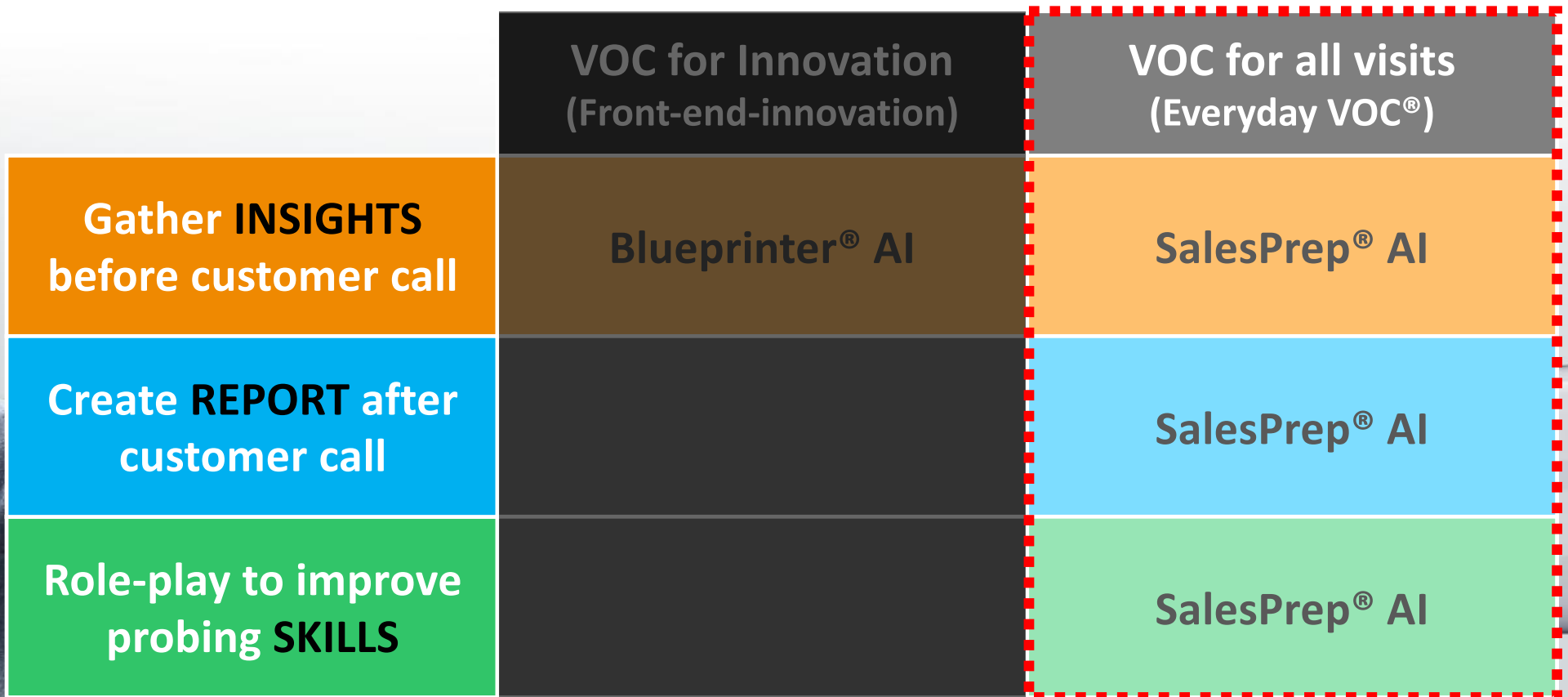
TP MH
Votes 0

Semi-gloss paint may have difficulty hiding imperfections or uneven surfaces, requiring multiple coats for a smooth finish.

AI

Let's try this together.
Who has a product we can ask AI about?

Using AI to understand customer needs



Most customer visits need to improve the 3 P's...

1. Prepare



Research the customer and their potential issues.

- 60 sec AI report: customer news, trends, problems & process steps
- 2-page in-depth problem briefs
- Suggested opening questions

2. Probe



Ask questions to deeply explore customer problems

- Master *What-Why-Clarify* probing
- Role-playing with an AI customer and your AI guide (Claire)
- Specific to your offering & application

3. Publish



Add insights to CRM for market & competitive intel

- AI Ghostwriter (Paige) interviews you after your customer visit
- Paige drafts internal call report
- Paige drafts customer recap email

AI tools such as **SalesPrep**[®] can help.



This applies to ALL customer calls...

Sales professionals

Increase sales

Technical support

Analyze problems

Marketing, PM, R&D

Understand needs

Customer service

Satisfy customers

Executives

Build relations

**Also
helps**

Your World

Less time

Your product line

Your features

Your service levels

Your case stories

Your reputation

Your specifications

Enter customer's world

Your sales literature

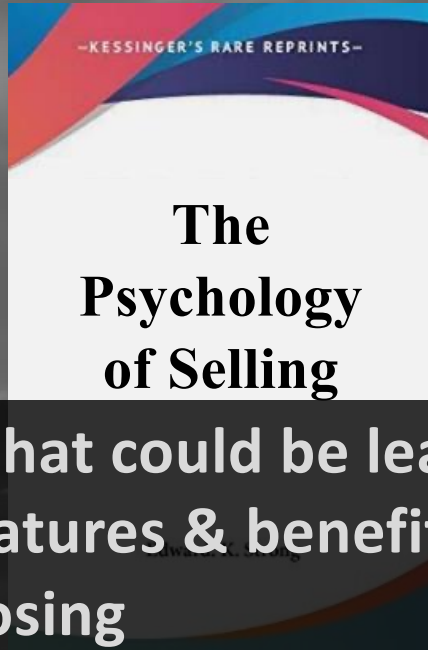
Your benefits

Customer's World

Understanding
Their Needs

More time

Your World



- Skill that could be learned
 - Features & benefits
 - Closing
 - Handling objections

1925

Customer's World



- 6,000 sales professionals
- Not relationship builders's
- Know customer's business
- Challenge with fresh ideas

1988

2013

1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2030

Your World

Probing skills correlate with success

Experience improves probing skills

Traditional sales training does not



Customer's World



2024

1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2030

Only 25% of salespeople are invited back.

75% of executive buyers say salespeople are...

Valuable time to get Prepared

**Unprepared*
~~Business~~
~~Issues~~**

** Why Don't Buyers Want To Meet With Your Salespeople, Forrester Research*

AI helps you master 2 types of PREPARATION...

INSIGHTS

SalesPrep[®]

Company News

Market Trends

Common Problems

Process Steps

Company Overview

SKILLS

Learn and role-play with AI...

WHAT



WHY



CLARIFY

Questions

Start conversations

Ask about trends

Show interest

Challenge norms

Explore problems



Premium Paint Co.
www.premiumpaintco.com

Meeting: July 13, 2024 1:00 PM
Offering: acrylic latex to produce architectural coatings

COMPANY NEWS

July 12, 2024 by www.openpr.com

Premium Paint Co. Joins Global Color Consortium

Premium Paint Co. has become the first domestic member to join the Global Color Consortium, a program created by Global Color Standards Consortium. The collaboration aims to improve color matching, quality, and longevity. The collaboration provides Premium Paint Co. to access educational opportunities, best practices, and industry insights from other members worldwide. Global Color Standards Consortium members worldwide. Premium Paint Co.'s Chief Strategy Officer expressed excitement about the partnership, stating that it aligns with the company's focus on color matching, quality, and customer satisfaction. The goal of the program is to build a global network of paint manufacturers and suppliers to positively impact coatings application and performance. Premium Paint Co. is committed to continuing the telematch program at locations around the world. Global Color Standards Consortium is a nonprofit multispecialty organization known for its expertise and care, with a global presence and a track record of breakthroughs.

June 24, 2024 by www.openpr.com

Premium Paint Co. Reports Record 2nd Quarter Earnings

Premium Paint Co. has reported record earnings in the second quarter of 2024, with revenue reaching \$100 million, largely attributed to the success of its new line of commercial exterior coatings.

MARKET TRENDS

1. Eco-Friendly and Sustainable Products

Growing consumer awareness and demand for environmentally friendly products is driving the trend toward eco-friendly and sustainable acrylic latex coatings, with a focus on low-VOC and water-based options.

2. Smart and Interactive Coatings

Development of smart coatings that can interact with the environment, such as coatings that change color with temperature or provide insulation, is gaining traction.

3. Advanced Functionalities

Innovation in adding advanced functionalities like self-cleaning, anti-microbial, and heat-resistant properties to architectural coatings is becoming increasingly prevalent.

4. Color and Texture Variations

Architectural coatings need to offer more than just color and texture variations.

6. Health and Safety Standards

Increasing regulatory pressure and consumer demand for non-toxic and safe products are driving the industry to meet higher health and safety standards.

COMMON PROBLEMS CONTINUED...

3. Yellowing or discoloration

Certain architectural coatings may experience yellowing or discoloration when exposed to light or aging. Paint producers strive to develop coatings that maintain their original color and appearance over time.

4. Low hiding power

Some architectural coatings may have low hiding power, meaning they do not effectively cover the underlying surface or previous paint layers. Paint producers strive to develop coatings with high hiding power to minimize the number of coats required.

5. Lack of durability

Architectural coatings need to offer more than just color and texture variations.

8. Cracking and checking

Coatings may develop cracks or checks over time due to factors like temperature fluctuations, substrate movement, or improper application. Paint producers work on formulating coatings that resist cracking and checking for enhanced longevity.

9. Poor flow and leveling

Coatings with poor flow and leveling characteristics can result in an uneven or streaky finish. Paint producers focus on improving the flow and leveling properties of their coatings to achieve a smooth and professional appearance.

10. Lack of UV resistance


1. LISTEN
For any problems they bring up

What
Can you describe this problem?
When does it happen?
Where?
How often?

Why
How does this impact you?
Who does this impact?

You can download a sample report at www.SalesPrep.com



Amazon
Use corrugate

News & Trends

Problem Brief for **Assembly Time**

For corrugated boxes to package and ship e-commerce merchandise

COMMON PRO

Problem Summary

Problem Summary

REPORT

Trend Brief for **Lightweight Materials**

For corrugated boxes to package and ship e-

Conditions of Problem

related
affecting
involves several steps, including forming, grading, and
When these processes are not optimized, they can

Process Brief for **Sealing**

For corrugated boxes to package and ship e-commerce merchandise

Trend Summary

Lightweight materials is an emerging trend in the packaging materials without compromising their performance. To package and ship merchandise, this trend presents a challenge. This report aims to minimize material usage, reduce transporta

SalesPrep™ REPORT

This report helps with

INSIGHTS

What about

SKILLS

?

Step 1. Preparation



Step 2. Probing



WHAT



WHY



CLARIFY

Are you saying you want to...?

How often does this happen?

Everyday VOC Guide

Questions for any B2B customer interaction

- Any (other) **problems** you're seeing?
- or ... What would your ideal world look like?

Could you **describe** the problem?

- Where does it take place?
- What people / equipment / surroundings are involved?
- What's it look like? Sound like?

W
H
A
T

When does this happen?

- How often does it happen?
- How long does it last?
- What's the sequence?

R
E
P
E
A
T
F

Repeat for next problem.

These skills require *practice*... but not necessarily with humans.



Role-play with Claire — your AI Guide

For corrugated boxes to package and ship merchandise

Can you tell me what problems you're facing today?

You

AI
Cust

Yes, we've been having issues with the durability of our corrugated boxes. They often get damaged during shipping, which leads to product returns and unhappy customers.



Great start. You've identified a problem related to the durability of corrugated boxes during shipping. Now, dive deeper with **WHAT** questions to understand the specifics of the durability issues. Ask about the conditions under which the damage occurs, the frequency of these incidents, and any feedback they've received from end customers.

How does entering notes in your CRM help?

Helps
you
crystallize
what you
learned

Helps
you
remember
at next
meeting

Email recap
to customer

Helps
you
confirm &
impress
them

Helps
business
with
market
scouting

↑
Customer
need
for
Crack
Resistance



Market Scouting

Market Scouting in 3 steps



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...deeply customer problems

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Questions?

For 60-day free trial: www.SalesPrep.com > Start Trial > Promo code **60**

New Product Blueprinting: www.newproductblueprinting.com

Everyday VOC: www.everydayvoctraining.com

Contact Dan: dan.adams@theaiminstitute.com

