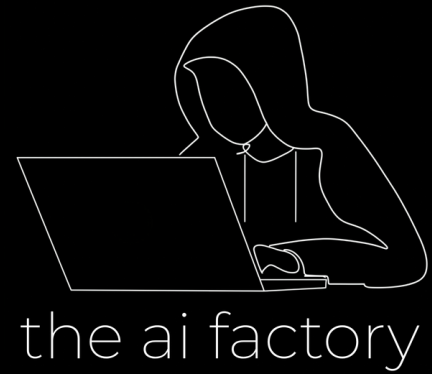




GENERATIVE AI TO AMPLIFY VALUE CREATION

“What creates value in a mystery shopping visit isn’t the scores — it’s the decisions you make from them.

At Orphée, AI transforms rich but complex verbatims into clear, prioritized, and directly actionable insights.

Each point of sale benefits from concrete recommendations based on real customer feedback.

Today, decisions are faster, more targeted, and have an immediate impact on customer experience.

AI doesn’t replace humans it amplifies their ability to create value.” //



Pierre Bruneau
Associate Director



WHAT NO ONE SEES SLOWS EVERYTHING DOWN

In the world of marketing research, some tasks remain in the shadows. Essential, yet invisible.

At Orphée Diffusion Conseil, a long-standing player in mystery shopping since 1983, one task stood out for both its complexity and strategic importance:

ORPHÉE DIFFUSION CONSEIL HANDLES THOUSANDS OF FIELD REPORTS.

500

potential questions per survey

100%

of quality checks done manually

∞

massive volumes of Excel files



UNE PROBLÉMATIQUE MULTIPLE



Time-wastling processing



High risk of errors and inconsistencies



A model that doesn't scale

REAL PROBLEM ISN'T THE DATA IT'S HOW YOU PROCESS IT

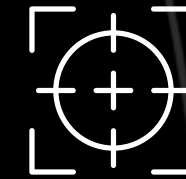
For a long time, the model worked.
Until growing volumes, tighter deadlines, and
rising quality expectations made the equation
harder and harder to balance.

The core question became:
How do you make data processing faster and
more reliable without increasing workload or
sacrificing quality?

**W NOT OPTIMIZATION. W
TRANSFORMATION.**

Pierre Bruneau
Associate Director

A TRUE HUMAN + AI DUO



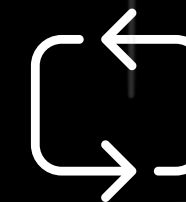
Automatic detection of
inconsistencies



Deduplication of data



Autonomous correction based on
business rules

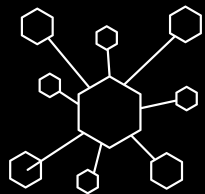


Continuous learning system

FROM RAW DATA TO READY-TO-USE DELIVERABLES

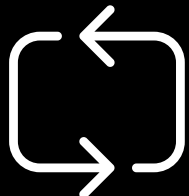
FEATURE N°1

CLEAN, CONSISTENT, AND IMMEDIATELY USABLE DATA



Orchestration of specialized agents:

- Analysis of survey responses
- Detection of anomalies and inconsistencies
- Cross-analysis of quantitative and qualitative data



Intelligent processing pipeline:

- Agents dedicated to each type of control
- Progressive data validation
- Automated supervision and arbitration

FEATURE N°2

INSIGHTS TURNED INTO READY-TO-USE OUTPUTS



Immediate usability:

- Brand guidelines respected
- Clear, standardized structure
- Customization by client or network



Instant export:

- Formats ready to share (clients / networks)
- Directly usable summaries
- Zero need for reprocessing



votre assistant IA



+ Nouvelle analyse

Nom de l'analyse

comme-je-veux

Fichier questionnaire à corriger (obligatoire) :

Uniquement les fichiers au format .xlsx sont acceptés.

Glissez un fichier ou cliquez pour sélectionner

Fichier squelette (obligatoire) :

Uniquement les fichiers au format .xlsx sont acceptés.

Glissez un fichier ou cliquez pour sélectionner

Analyser les fichiers



the ai factory

IMMEDIATE GAINS BY A PARADIGM SHIFT

What was once a cost center is now a performance lever.

And in this shift, one thing is clear: AI doesn't merely enhance existing processes — it transforms the optimization of repetitive, error-prone, low-value tasks.

÷2

PROCESSING TIME DIVIDED

96%

ERRORS AUTOMATICALLY
CORRECTED

QUALITY

INDUSTRIALIZED
DATA

VALUE

TIME REALLOCATED
TO HIGH-VALUE WORK

OPERATION'S R.A.I

A cost center becomes a competitive advantage.

BEFORE

A human-assisted process

AFTER

An AI-driven system