Ipsos Facto generative AI platform for all staff

IMPLEMENTED 2023 ONWARDS · PROFESSIONAL SERVICES · FRANCE · BAND D · CLAIMED ONLY
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Market research firm Ipsos launched its own generative AI platform, Ipsos Facto, to staff in June 2023 and says 80% of its 20,000 people used it within a year. It set three AI principles first and trained everyone.

ABOUT THIS SYNOPSIS

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AT A GLANCE

AI used: In-house generative AI platform hosting several providers' language models.

Implemented: 2023 onwards. Grade: band D, Task support, Claimed only.

Headline result, as reported: 80% of 20,000 staff used Ipsos Facto within its first year, by Ipsos's account

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Ipsos. Global market and social research firm, more than 50 years old, with about 20,000 staff, by Ipsos's account. Canvas block: 5. People and skills. Also 4. Operations and process.

Business challenge

The challenge. Ipsos wanted to make generative AI available to all employees, gain speed in tasks such as transcription, coding, translation and summarising, and build new products, by its own account. It needed to do so without its prompts feeding public models.

How it was addressed. Ipsos launched Ipsos Facto in June 2023, a closed platform hosting models from Google, OpenAI, Anthropic and Mistral. It set three principles, Trust, Transparency and

Who implemented it

In-house (In-house): Built and runs the Ipsos Facto platform.
Google, OpenAI, Anthropic and Mistral (Model or cloud provider): Supply the language models hosted on the platform.
GoInvo (Consultancy): Led the platform's design rework, by its own account.

Technology (SEAM pillar E)

SEAM types: T1 Chat assistants, T3 API integrations, T4 RAG / vector search over your own data. Deployment: Cloud APIs. Vendors and products: Google, OpenAI, Anthropic, Mistral, Ipsos Facto.

Where it was built in: A closed in-house platform for staff and clients with a library of guided prompts, drawing on several providers' models and Ipsos's own data.

What changed

Before: no shared generative AI tool. After: a company platform used by most staff for tasks such as summarising data, coding verbatims, detecting errors and drafting, by Ipsos's account. Measured results: usage only. GoInvo says desk research that took weeks now takes hours; Ipsos does not publish figures for this. [1] [2] [3] [4] [5]

What it cost

Not reported for the platform. Ipsos plans to invest more than €1 billion in transformational operations over five years from 2026, mainly through acquisitions and strategic investments.

What it saved

Not reported [1] [2] [3] [4] [5]

Governance and control

Three principles agreed before tools; training for all staff; a human in the loop for verification; prompts do not feed public models; the beta was reviewed for compliance with industry standards and ethical guidelines. Accountable owner: a Global AI Workforce Transformation Lead is named for people aspects.

S2 · Accountable owner · Claimed
Ipsos names a Global AI Workforce Transformation Lead; an owner for the platform itself is not named. [5]

A1 · Safe use · Claimed
Ipsos set three principles before rolling out tools and trained all staff in how language models work. [5]

A2 · Human in the loop · Claimed
Ipsos says it keeps a human in the loop for prompt engineering, model training, verification and output activation. [1]

A3 · Monitoring and assurance · Claimed
After feedback, Ipsos added metrics showing strengths and weaknesses of different models, by its UK blog. [2]

A4 · Vendor AI · Claimed
Ipsos says its prompts do not feed public models and that US-hosted models limited use where clients required UK or EU data residency. [1] [2]

A5 · Agent controls · Not reported
Not reported.

A6 · Standards and regulation · Claimed
The beta version was reviewed for compliance with industry standards and ethical guidelines, by Ipsos's UK blog. [2]

What worked, what did not, what is unproven

WORKED

– Adoption: 80% of 20,000 colleagues used the platform within its first year, by Ipsos's account.

– Volume: 700,000+ prompts a month, per GoInvo.

DID NOT

– The early version missed researchers' needs and saw low adoption, per GoInvo.

– Models hosted on US servers kept the platform out of projects where clients required UK or EU data residency, by Ipsos's account.

UNPROVEN

– Time or cost saved per research project.

– Effect on research quality and accuracy.

– Whether the AI-augmented strategy changes margins or structure.

Timeline

Jun 2023 Ipsos launches Ipsos Facto to staff as a mass experiment [1]

Dec 2023 Ipsos says 51% of its workforce have used Ipsos Facto and plans client access in 2024 [1]

Jan 2026 Ipsos unveils its Horizons strategy, aiming to be the AI-augmented global market research leader [4]

Apr 2026 Ipsos's UK and Ireland Chief People Officer describes the principles-first rollout to all staff [5]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: D, Task support. Proof: Claimed only. Level of change: Task support.

Task support (Level 1, band D). Staff use a company AI platform for parts of their work; no redesigned process or change in headcount mix is reported.

Graded D. Researchers use the platform for their own tasks such as summarising, coding and drafting. No change to cost per project, cycle time or staffing is reported. Ipsos's 2026 strategy aims to become AI-augmented; that is a plan.

The SEAM view and lessons learnt

Ipsos built its own model-agnostic platform and wrote principles before tools, which suits a firm whose product is trusted data. Adoption was high by its account. For a larger organisation, the transferable points are a closed platform that keeps prompts out of public models, and checking where models are hosted before promising use on client data. Benefits beyond usage are not yet measured.

1. Agree principles for AI use before choosing tools.
2. Check where models are hosted before using them on client data.
3. Measure time saved and quality, as well as prompts sent.

Evidence

Score 1 of 4. Self-reported: Ipsos's own publications and an interview, plus the design firm's case study.

Evaluation method. Self-reported company figures: usage counts and prompt volumes.

Sources disagree. Ipsos reported 51% of staff using the platform in December 2023; its UK blog gives 80% of 20,000 within the first year; GoInvo gives 75% of employees certified. GoInvo says it is only 25% of the way to a mature enterprise tool.

Status. Ongoing: Ipsos Facto remains in use and Ipsos's 2026 Horizons strategy increases investment in AI.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/ipsos-facto-all-staff-rollout

[1] Ipsos: Gen AI: The need for Human Intelligence (HI) with Artificial Intelligence (AI) (Almanac 2024)
https://www.ipsos.com/en/almanac-2024/node/1012136

[2] Social Research Association: What is Ipsos Facto? (blog by Ipsos's Ed Allen)
https://the-sra.org.uk/SRA/Blog/IpsosFactoanewAIassistantforsocialresearchers.aspx

[3] GoInvo: Ipsos Facto (design firm case study)
https://goinvo.com/work/ipsos-facto

[4] Ipsos: Ipsos unveils Horizons, its transformation and growth strategy
https://www.ipsos.com/en/ipsos-unveils-horizons-its-transformation-and-growth-strategy-to-reinforce-its-global-leadership

[5] aibl: Why Ipsos wrote the rules before rolling out the tools
https://aiblmedia.com/posts/why-ipsos-wrote-the-rules-before-rolling-out-the-tools/

Ipsos website: https://www.ipsos.com

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