Groopit AI for market and competitive sensing

Turn employees into a network of real-time human sensors with the power to transform your strategic advantage.

Market landscapes are rapidly and continually changing. The ability to sense shifts early and adjust strategy is a critical priority in 2025. It's also complex as the work spans departments, systems, and silos.

To improve sensing, companies are leveraging large volumes of related data, retooling, and rethinking. But the most valuable source of insight is often missing: what employees know.

Employees see real competitor and market activity every day. They know what's happening and possess the most up-to-date, rich insights illuminating the "whys" behind shifts and the "hows" to move forward.

Yet, legacy methods for tapping into those insights—like surveys or forms—deliver lagging, incomplete, and imprecise data. As a result, competitive and market intelligence remains trapped in employees' minds.

Leaders are forced to make boardroom decisions that are disconnected from what's actually happening on the battlefield. AI is widening that gap. Companies that fail to close it will fall behind fast.

Groopit connects the boardroom to the battlefield in real-time

Groopit AI turns employees into a network of human sensors, surfacing competitive and market intelligence in real time, across every department, and transforming insight into action.

Leaders see how patterns emerge, intersect, and compound across markets, competitors and business units.

Key stakeholders continually see how landscapes are shifting in their areas of ownership or expertise.

Everyone aligns around a shared mission, powered by AI.

It's unprecedented, real-time clarity that equips everyone to drive results.

Groopit equips everyone with clarity

Rapid market and competitive sensing requires human intelligence and AI to work together as a system, and Groopit delivers.

AI-powered Data Models define the precise intelligence employees share and AI processes to identify shifts.

Extractive AI streamlines high-quality intelligence gathering to a click.

Generative AI analyzes the collective intelligence, identifies patterns, and summarizes actionable insights in written reports.

Enterprise Connectors move intelligence to, from, and across enterprise systems for full visibility and utilization.

Groopit AI is the only human intelligence engine that enables real-time data input, output, and analysis across silos, while allowing companies to operate with total agility across systems.

Implementation is fast and easy

Groopit can be operational within one week. Integrations with Teams, Slack, Outlook, Salesforce, and SSO each require one 30-minute installation by your IT team. Optional connections to Tableau, Power BI, GBQ, and other enterprise systems can be added through API connectors. Groopit experts will be dedicated to helping you every step of the way.

Real outcomes delivered

Groopit isn't just another tool. It aligns everyone from the frontline to the leadership team and transforms a company's ability to rapidly sense what is occurring across markets and competitors.

Learn more

Download the Groopit White Paper to learn more about why leadership teams fail to drive progress:
https://link.groopit.co/white-paper
or email hello@groopit.co to request a live demo.

How Groopit works

1 Employees share real-time data about competitor and market shifts from wherever they work - CRM, Teams, Slack, Outlook, mobile, and more.

5 Key stakeholders can rapidly close the loop with originating employees.

Groopit enables real-time data input, output, and analysis across silos, while allowing companies to operate with total agility across systems.

2 Specific intel is delivered to decision-makers who have authority to intervene immediately, when necessary.

4 AI analyzes the collective intelligence coming in from across systems to identify patterns and actionable insights.

3 Data sets are delivered to the appropriate enterprise systems (CRM, BI, and channels) so that everyone involved has real-time visibility.

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