



SURVEY BOT

Understand the *why* behind the numbers

Deeper Insights, Beyond the Numbers

Survey Bot seamlessly integrates **intelligent probing into open-ended questions**, enabling dynamic and adaptive interactions that foster authentic consumer connections. This approach feels more intuitive, natural, and personal for participants, while also delivering deeper, richer insights.

By combining traditional survey metrics with AI-powered diagnostics, Survey Bot unlocks new levels of **exploratory potential**. It goes beyond the limits of conventional survey methods, empowering you with the insight to optimize products, uncover how they resonate with consumers, understand what makes them memorable, and align with consumer expectations.

Exploration for Broader Insights

Survey Bot goes beyond pre-defined responses and traditional data sources, offering the **exploratory power to uncover unknown aspects** of your consumers' experiences or the category and product you're exploring. It opens the door to discovering insights you didn't even know to look for.

Richer, More Relevant Data

Survey Bot doesn't just enhance consumer engagement—it **leverages cutting-edge AI to guide interactions**, ensuring every probing question generates data to support your business goals.

Uncover the “Why” Behind Consumer Behavior

You'll gain valuable context by delving into consumers' behaviors, expectations, experiences, and frustrations. This added depth allows you to **better interpret traditional survey metrics** and make informed, impactful business decisions.

Diagnostic Power to Enable Product Innovation

Survey Bot enables us to uncover personal truths—authentic stories that allow researchers and product designers to move beyond the boardroom and connect with the real-world motivations, behaviors, and evolving needs of consumers, revealing how these factors shape their everyday product choices.

Just look at the richness we got from Jenny, a participant in a recent Survey Bot quant study about cookies...

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A deliciously soft, chewy and gooey cookie that would make my mouth water. As I bite into it there would be a melted chocolate center. It makes me think of sitting at home, having an indoor picnic with my little ones... Talking about the things they enjoy doing at school and laughing and joking. We don't have much money, so these cookies would be such a special treat as part of my birthday. I'd also make popcorn and have a movie night.

- Participant: Female, 35-45, UK, Cookie Study 2024

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Take the Next Step

Ready to learn more about how Survey Bot could be used in your upcoming research and innovation plans?

Get in touch [HERE](#) or scan this QR Code today.

