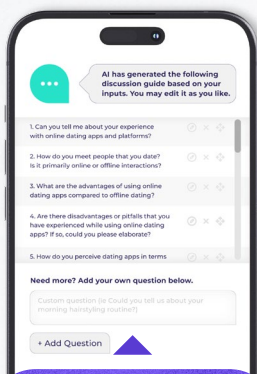




AI-Powered Qual at Scale

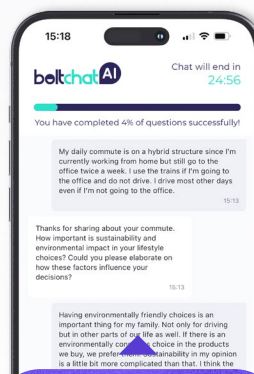
BoltChatAI revolutionises market research, offering qualitative insights at scale across languages and markets. Our AI-driven platform connects you with audiences, using diverse formats to deliver richer insights. What once took weeks now takes hours.



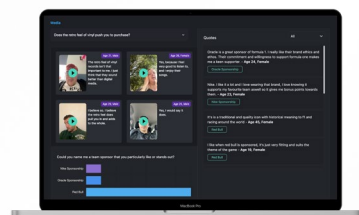
Discussion Guide



Participant Recruitment



Interview



Report



Multi-Media Approach

Our approach enhances engagement and provides comprehensive, in-depth insights through:

Text-Based Responses

Perfect for sensitive topics, fostering authenticity by removing communication barriers

Audio Responses

Spontaneous and conversational, these capture tonality and emotion

Video

A window into respondents' lives, giving real context to their experiences

Stimuli Uploads

Bolster responses with visuals or prompts to capture immediate reactions



Optimised Reporting

Our platform turns raw consumer conversations into actionable insights. Your custom report includes

AI-Generated Summaries

Automatically crafted overviews that highlight the most critical points

Thematic Analysis

Analyse patterns in conversations, identifying key themes by grouping related codes by meaning or subject

Persona Creation

Automatically generate detailed persona's for a clearer view of your target audience



Dynamic Dashboards

BoltChatAI offers an interactive dashboard, enabling real-time data exploration with:

Meta-Analysis

One of our most powerful features, meta-analysis enables you to compare audience cohorts within the same research, contrast data across markets, and analyze up to 20 projects at once. BoltChatAI compiles these insights to reveal trends and patterns, providing a birds-eye view for strategic decision-making.

AI-Powered Insights Search

Ask the AI Moderator for specific insights. It instantly analyses conversations and provides responses, filtered by demographics, sentiment or keywords.



“” We saved 21 days and reduced costs by 87% in project setup, execution, and reporting. **Jiwon Kang, Head of Digital Analytics APAC, Haleon**

How You Benefit Our reporting and dashboard capabilities simplify complex data, ensuring you can make informed decisions faster:



Increased Efficiency

AI-generated reports and summaries reduce time spent on manual analysis



Deeper Understanding

Meta-analysis and real-time exploration uncover the 'why' behind the 'what'



Enhanced Strategy

Predictive analytics and consumer personas help you forecast market shifts and refine your strategy

Ready to find out more?

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