Conversational AI for brands

Leverage qualitative depth at quantitative scale for speed, agility and relevance

Unlock
growth opportunities at scale based on deep human truths through AI-powered analytics

Uncover
patterns in scaled, open-ended data revealed through the stories people share with us

Unleash
actionable guidance fully integrated into our expert understanding of how successful brands grow

AI-powered conversational design

The exponential rise of messaging platforms are where micro-stories unfold at scale and human conversations and artificial intelligence entwine. Conversational AI allows Australians to tell their stories, experiences and preferences in a category as naturally as possible through a guided, exploratory one-on-one conversation on a messenger platform.

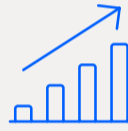## 4 brand benefits of agile, AI-powered analysis

Strategy
Directly inform your brand strategy by leveraging the right brand growth benefits.

Connection
More powerful brand communication that connects more deeply with people.

Grow
Reveal opportunities for growth, potentially also through innovation.

Communication
Sharpen, refresh and amplify your brand articulation.

Case study:

Meet Anne – our COVID-19 dedicated in-house AI powered bot

Anne significantly increased the depth and quality of responses given by respondents delivering rich and detailed verbatim reports.

SCALE

967
conversations

delivering powerful qualitative insights

SPEED

5 days | **4** countries

Australia, Singapore, Malaysia, India

DEPTH

3x
deeper insights

chatbot vs. standard online survey

Anne
Typically replies instantly

...leader of your country...

With social distancing a must right now and many shops closed, what do you think companies and brands should be doing? What actions should they take?

They're doing the right thing with contact tracing measures, I'd do the same

The reference code for this conversation is dh2iqhHiLK

How it works

Where what matters to the brand meets what matters to Australians

1. Design:
Reach hundreds of consumers through the messenger platforms Aussies love

2. Persona:
Adopt the friendly persona that suits your brand

3. Target:
Target your consumers via audience insights

4. Data collection:
Use a well-crafted conversational dialogue

5. Analysis:
Leverage qualitative depth at quantitative scale

6. Report:
Discover results in the context of your brand tracking