

How

Microsoft is

Using

Conversational

AI for

**Deep Human
Understanding**

at AI Scale

THE QUANT SURVEY ISSUES WE ARE SOLVING FOR

1.Lack of DEPTH

2.Lack of ENGAGEMENT

3.Lack of EMOTION

TRADITIONAL SURVEYS OFTEN LACK INSIGHT FROM OPEN ANSWERS

Q. What did you like about this product?

A. It tasted great

Q. Can you tell me why you wouldn't recommend our hotel?

A. Poor service

Q. What do you like about working here?

A. I value the culture

OR, WORSE, UNINFORMATIVE, GIBBERISH OR IRRELEVANT

Q. What did you think of this ad?

A. Dunno

Q. Why do you say you'd be unlikely to buy this product?

A. bsybjsacuhjn

Q. What do you think about social media in general?

A. Cucumber is green



*But what if you could use
Conversational AI to to
probe deeper in real time?*



**inquisitive
natural
conversation
agent**



SOCIAL MEDIA SURVEY

12%





inca AI Coding

Deep human insight at AI scale



Upload Dataset...

1 Upload — 2 Configure — 3 Code



Acceptable file types: .csv

Files must contain verbatims to be coded. Optional:
verbatim IDs and language IDs

Next

*Benefits of
inca SmartProbe*

2.8x

higher word count
indicating **more**
considered **OE**
responses

2x

more significant differences
from OE response leading
to **more differentiated**
findings

2.4x

more likely to explain
behaviour, leading to **more**
actionable
recommendations

HOW MICROSOFT HAS BEEN USING INCA



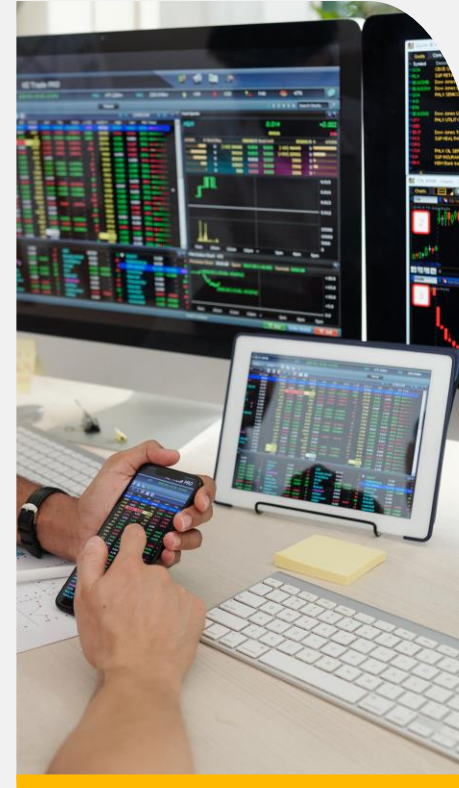
Deep-Dive



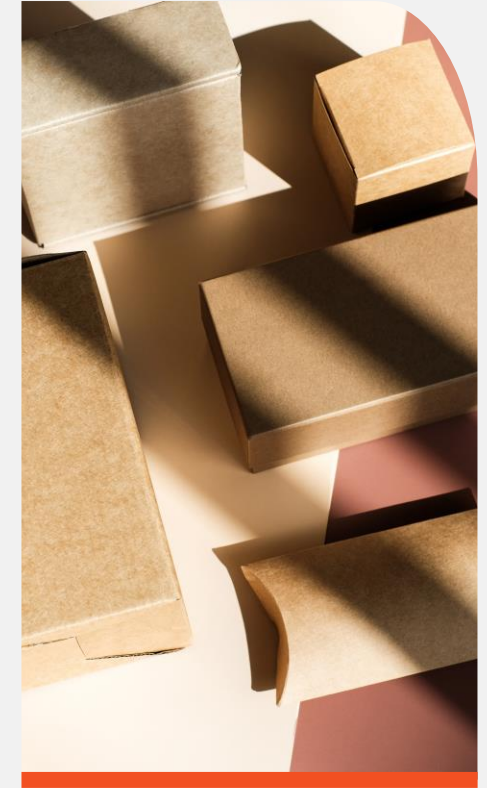
Exploration



Brand Tracking



Pricing



Packaging

USE CASE 1: DIGGING DEEPER ON SECURITY & PRICING



What we did

- AI Probing **without researcher input**
- **Single-turn**



Impact

- The AI prompt was **effective at dragging out more detail by providing specific examples vs. general statements**
- On average, responses are **46% longer in the second open end answer after inca SmartProbe**

(Pre-programmed OE) **Why did you agree that Company A is a leader in security?**

Their endpoint solutions are the best of breed and they are quickly expanding into other related areas.

Can you elaborate on what you mean by "best of breed" and how Company A's expansion into other areas will help them maintain their leadership position in security?



Hopefully there will be a more advanced automated workflow capability so that we can automate some of the business processes.. The feature a in Product Y provides a workspace for team collaboration and communication, supporting real-time chat, video conferencing, file sharing and task management, which greatly enhances team collaboration and communication capabilities

(Pre-programmed OE) You selected Product X at \$59.00/user/mo with included features for a, b, c, d. This was preferred over Product Y only at \$36/user/mo, Why didn't you choose the other options shown?

Product Y contains basic security features, but its security may not be complete compared to Product X

Can you tell me more about the security features that Product X offers that Product Y does not? And how important was security in your decision-making process??



Their endpoint protection (EPP/EDR) product is always rated very well and has really great feedback from peers. They also have very good efficacy on detections/preventions. They also publish a lot of research into threat actors and their managed monitoring services add a human element to the automated detections.

USE CASE 2: TARGETTED PROBING FOR PRICING RESEARCH



What we did

- AI Probing **with researcher “briefing” the AI with specific targets**
- **Single-turn** AI probing following specific targets



Impact

- **Including AI chatbot prompts in a conjoint survey significantly improved modeled results**, by encouraging respondents to think critically about feature trade-offs and their purchase decisions.
- AI follow-up prompts to open-ends **dramatically improved the quality of the open-ended responses** (better and more verbose responses), by asking respondents more relevant follow up questions

(Pre-programmed OE) **Why did make that selection?**

It fits the size of our team

What specific features of Product B were most important to you and your team? Were there any features that you did not need or were not important to you? How did you balance the cost of Product B versus the additional features it offered compared to other productivity solutions?

Pricing and specifications are normal requirements for our operations, and secondly, privacy management must be taken seriously.



(Pre-programmed OE) **Why did make that selection?**

It has all elements that we would want for the majority of our team, but also the ability to add call functionality and some more powerful data analytics and management features through Product C to certain select users.

That's interesting. Can you tell me more about the specific features that made you choose Product C over the other options? Were there any features that you felt were missing or not as important? Also, how did you balance the cost of the product versus the features it offered?



The addition of Product C to certain select users was a major factor. In addition, we want to unify our internal communications through using Teams Phone Standard. Digital experience management and privacy risk are managed by select internal teams so we don't have the need to roll this functionality out to the entire team.

USE CASE 2: DETAILED ANALYSIS

Quintile Rank based on # of Words in Initial Response (excluding Answer to AI Probe)	Avg Index of Total Words (Initial Response + AI Probe Response) to Initial Response	Average Increase # Words in Follow-up vs Initial Response	% of Total Words (Initial + Probe) from Response to Probe
20	3.84	6.2	67%
40	2.67	5.3	58%
60	2.35	3.9	55%
80	2.25	4.1	53%
100	2.31	7.5	52%
Grand Total	2.71	5.35	57%

Theme Name	Frequency pct (Q1 Initial Response)	Frequency pct (Q1 with AI Probe Response)
Price/Cost/Value	11%	30%
Security Features	13%	42%
Compliance Features	5%	21%
Feature Bundling	17%	15%
Advanced Analytics	6%	21%
Management Tools	6%	15%
Privacy Management	2%	13%
Teams Phone Integration	1%	7%
User Experience	2%	11%
Scalability	2%	4%
Other	43%	6%
Non-Answer	2%	0%

USE CASE 3: MULTI-TURN VOICE FOR CUSTOMER EXPERIENCE

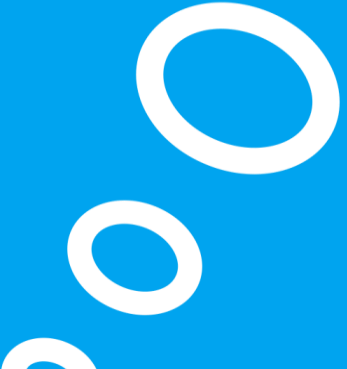


What we did

- An experiment using the soon-to-be-released **multi-turn AI probing with researcher “briefing” the AI with specific targets** to gain an in-depth and holistic understanding of user experience
- Also experimented the soon-to-be-released **inca Voice+** with participants interact with an AI avatar



*And tapping
into emotion at
scale?*



REIMAGINE ONLINE RESEARCH

**Through the inca
conversational AI Insight
Platform, blending
qualitative capabilities with
quantitative surveys**



Question Builder

Image Hotspot

Idea Screener

Text Highlighter

Guided Fantasy

Ad Builder

Treeman



Imagine you're going on a journey through space...

USE CASE 4: USE PROJECTIVE TO ELICIT RICH EMOTIONS



What we did

- We used the **Treeman projective** to **help participant access and articulate how their experience made them feel**
- We then used **multi-turn probing** to **fully understand what led to the feelings and emotions**



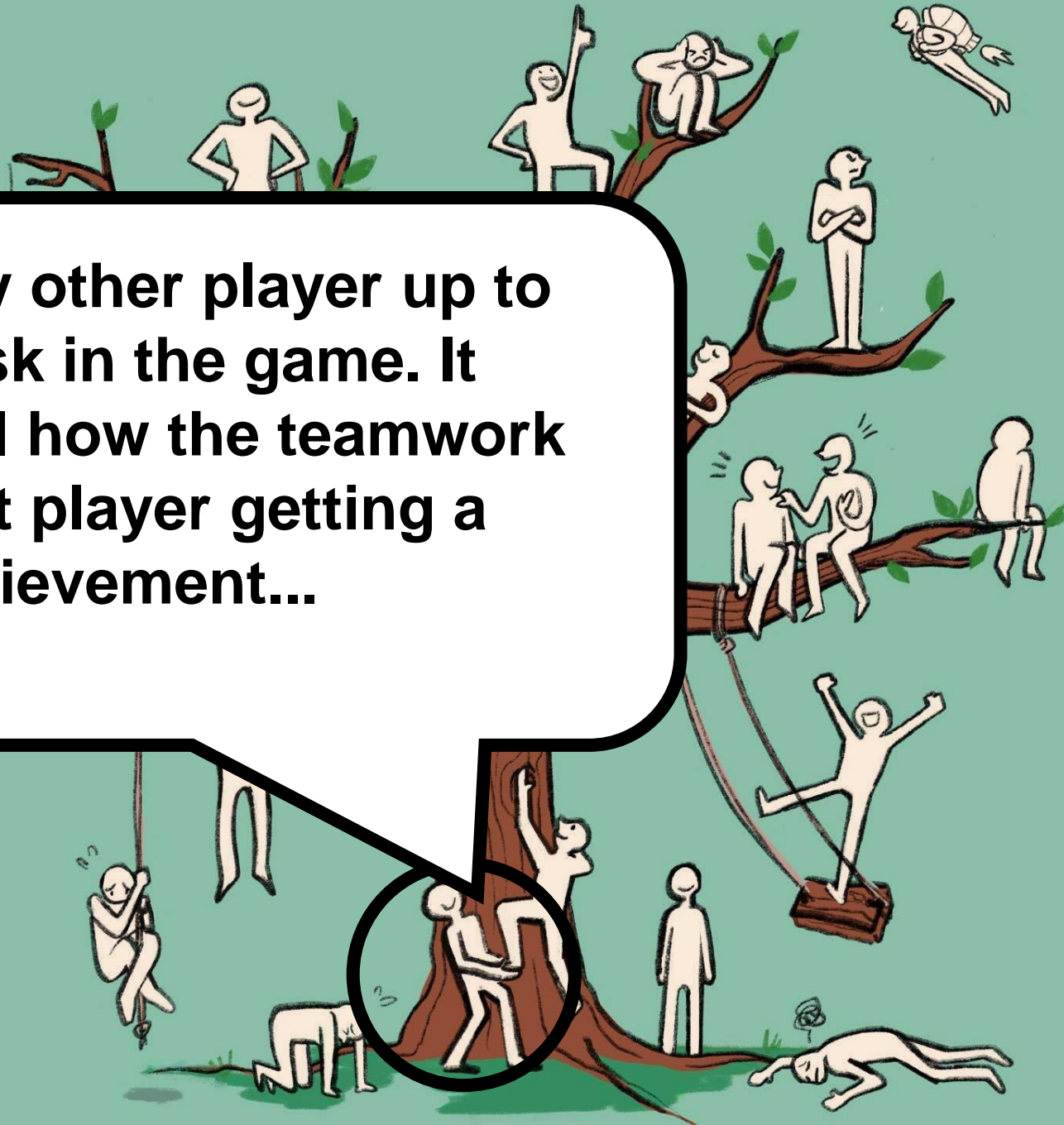
Impact

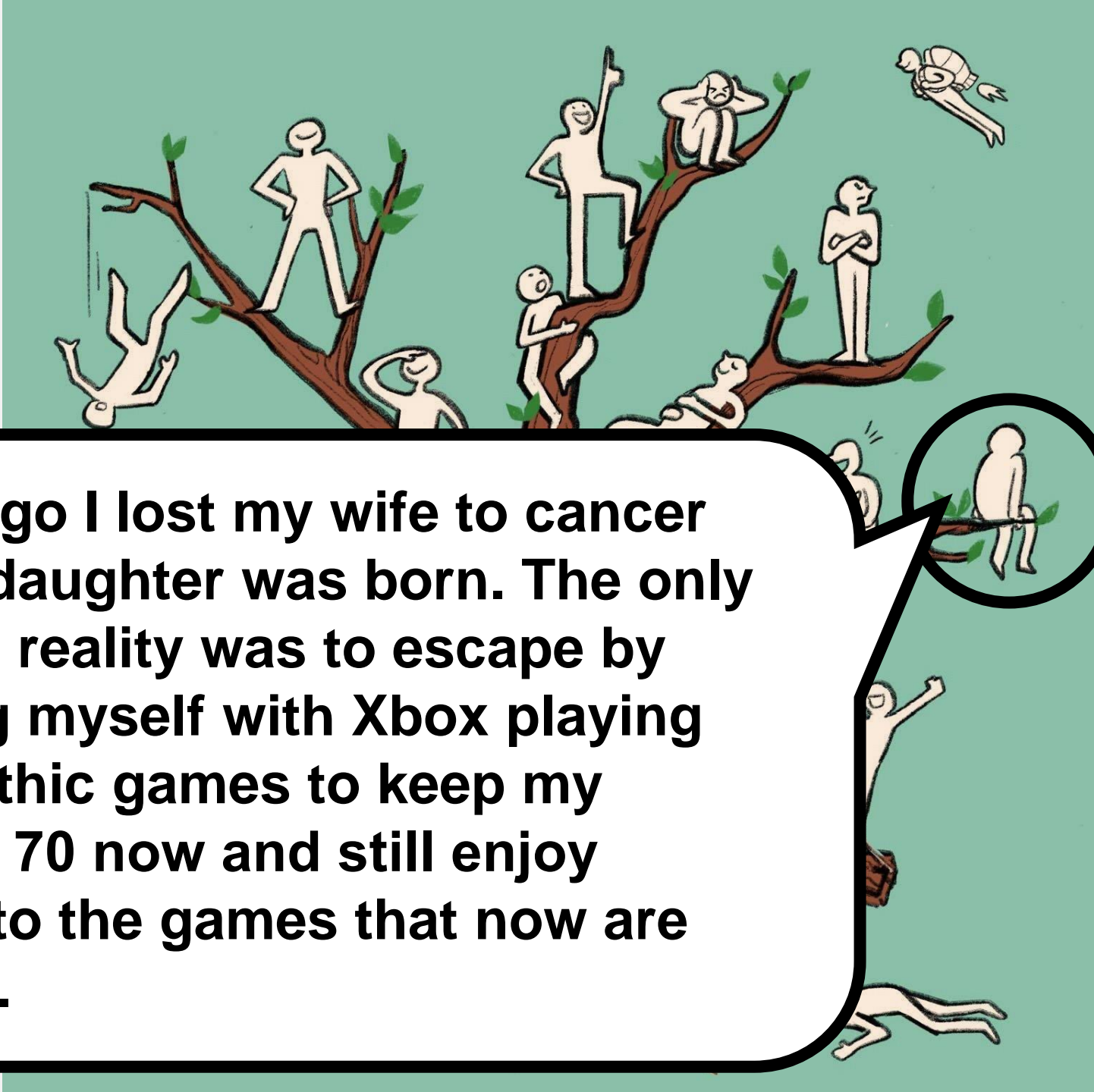
2X more nuanced emotions expressed in the OE verbatims following the projective technique compared to OE without projectives

Plenty of games have allowed for a serene atmosphere which was very nice for de-stressing. Listening to music while playing Warframe...



I helped lift my other player up to complete a task in the game. It was wonderful how the teamwork supported that player getting a wonderful achievement...





30 years ago I lost my wife to cancer when my daughter was born. The only relief from reality was to escape by immersing myself with Xbox playing the old gothic games to keep my sanity. I'm 70 now and still enjoy delving into the games that now are available...



I enjoyed playing games with my sons. It helped me feel like I was connecting with them on their level...”

LOOKING INTO THE FUTURE

inca Conversational AI will continue to enable Microsoft to understand the customer needs and experiences deeply and at scale and use the deep insights to drive business outcomes.

Exploration /
Deep-dive

Ideation /
Innovation

User Journey

Tracker

Message
Testing

Creative / Ad
Testing

Feature
Prioritization

Branding



Engagement

Single/Multi-turn
SmartProbe

Quality Check

Digital Projectives

Voice+

AI Coding

Thank you!

Romani.Patel@microsoft.com

Kathy@nexxt.in