

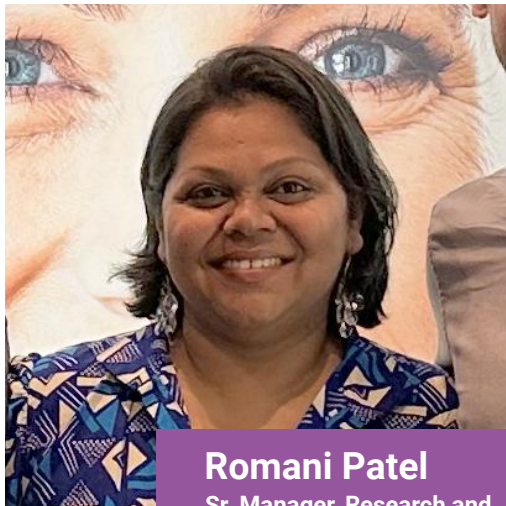
Quirks New York 2024

Revolutionizing Research: How **AI-powered Qualitative** **Became Essential** at Microsoft





Great to meet you! 🙌



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Andy Barraclough

Founder & CEO, Voxpopme





AI-Powered Qualitative Insights Platform



wayfair

MARS



Microsoft

sky

Kellogg's



PEPSICO

Givaudan



Shell



ROYAL CANIN

Uber Eats

Crayola



Liberty
Mutual

reckitt



The Clorox Company

TRACFONE




Flashback to Quirks NY 2023



Where we started in 2023

Surveys



Discussion Guide
Create your guides in just a few clicks using AI

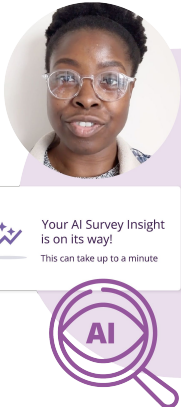
Tell us about your objectives
What are your research objectives for this study?
What are you trying to achieve by running the study?

Explore the impact of inflation on grocery shopping habits.

Discussion guide duration (mins)

[Generate discussion guide](#)

Discussion Guides



Your AI Survey Insight is on its way!
This can take up to a minute


Chat

Please clarify you parse the query "show me the survey objectives for the age group of 18-25". Examples of filters are gender, age and location-based.

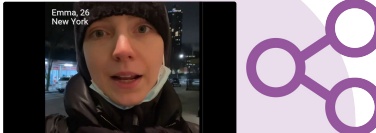
Certainly! Based on your query, it seems like you're requesting a summary of responses to a certain question or topic, with the additional filter of gender, age, and location-based, specifically for the age group of 18-25.

[Can you tell me the age range?](#)

Videos [View all](#)




Analyze



Emma, 26
New York

Recently generated showreels [Show All >](#)





How I scaled video surveys at Microsoft

The Study

- Understand perceptions of AI tools and usage in the workplace - and scale video surveys 🚀

The Result

- AI enabled qual at the speed of quant, **scaling conversations** and **human storytelling**
- **Time-to-insight** drastically reduced
- Making **critical decisions** for AI products **easier** to make

600

Video Responses

97%

Time saved on analysis

60x

Faster Insights



Achieving an 85% Reduction in Time Spent on Interview Research



Human 🧑

120 Minutes
1600 Minutes
240 Minutes
270 Minutes
15 Minutes



Human + AI 🤖🧑

15 Minutes
200 Minutes
30 Minutes
30 Minutes
60 Minutes





Time to sit back?





Single projects were just the start





**What if we didn't stop at
600 video responses?**





Three areas of focus

01

How can we scale analysis?

02

How can we centralize research?

03

How can we democratize insight?





1. Scaling

Single-project

AI Survey Insights
AI generated insights of the key findings in your project

Survey Objectives
Question asked: Burger King Recent Experience - We would like to hear about your recent experiences at Burger King. What is your opinion of the Burger King brand?

Key Findings
The key takeaways from the transcripts are:
1) Burger King's prices are relatively high compared to competitors
2) Burger King's King of the Day deals are a great value

Chat
Your AI-powered answer engine

Ask me anything...

What do participants think of Burger King compared to competitors?

What are participants' opinions on Burger King's menu and pricing?

Are there any suggestions on how they can improve their experience?

Follow up Question
What specific concerns do you have in comparison to other fast food restaurants?

[Add to Dashboard](#) [Create new survey](#)

Multi-project

Viewing 2 projects

All projects v

Multi Project Analysis

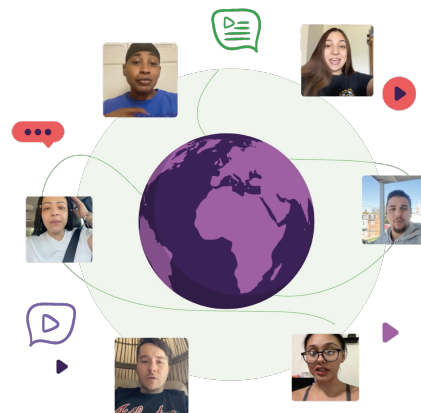
Overview
Responses
[AI Insights](#)
AI Chat

Summary

Two projects on coffee consumer behavior provide insightful perspectives on the topic. The first project emphasizes coffee preferences, spending habits, favourite brands, and loyalty programs, exploring the holistic understanding of consumer behavior in coffee purchasing.

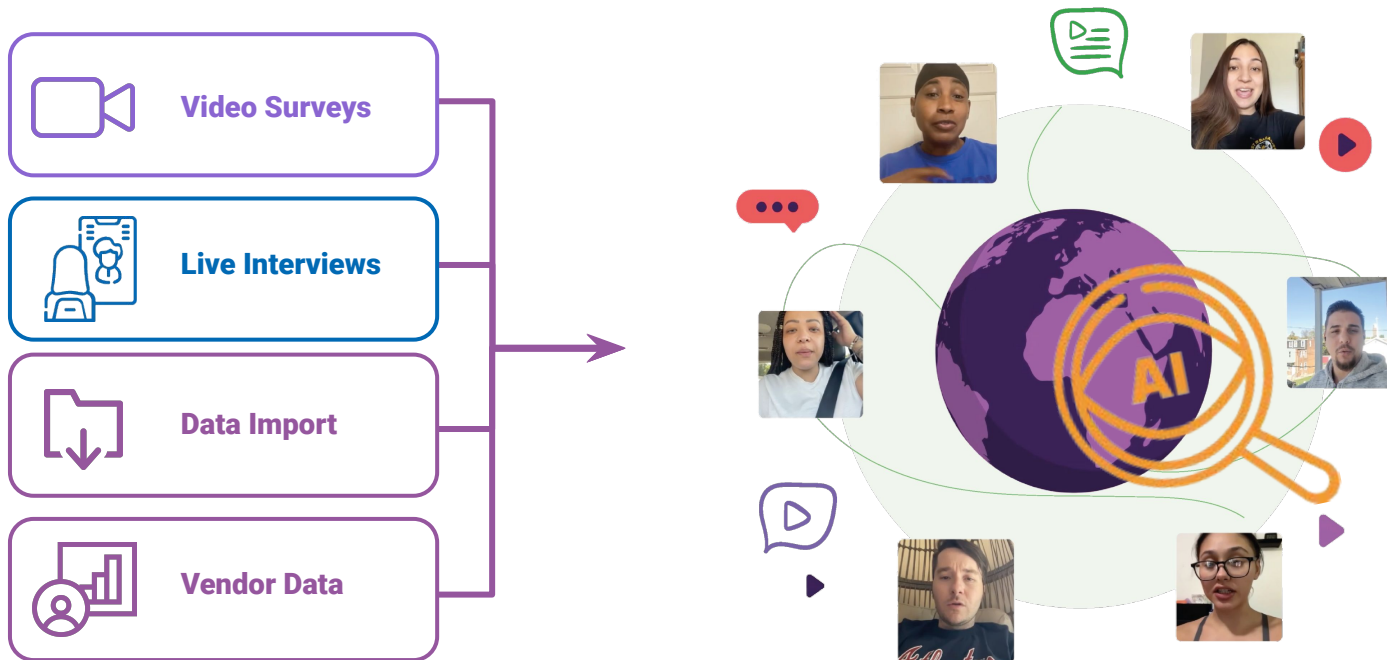
Notably, the project reveals that consumers express opinions widely, indicating a diverse market. The second project, however, refines attention to three main aspects: cost, loyalty schemes, and customer service.

Video Repository





2. Centralizing





CASE STUDY: Scaling Qual with Microsoft

The Challenge

- Microsoft wanted to understand 1000 in-depth interviews.

The Solution

- Import all 1000 videos into Voxpopme and use AI to analyze and interpret the data.

The impact

- Unlocked recurring value from existing qualitative data.
- No more wasted, siloed data.

1000

In-depth Interviews

0

1200

Hours of footage

0

Equivalent

4

IDs per working day





3. Democratizing

Enable Researchers to:

- Auto-generate Reports & Showreels
- Templates & Custom Reports
- Ask questions across an entire repository of data and get real-time answers

Respondent Persona

Context and Introduction:

This report focuses on analyzing and understanding consumer behavior and preferences related to coffee shops. Understanding the personas of consumers is crucial to the development of goods and services, optimizing marketing strategies, and enhancing user experiences. Through this analysis, we aim to address the needs and wants of different customer personas to improve and tailor product offerings, marketing strategy, and overall customer interaction with the brand.

🔍 Search reporting styles

Voxpopme

[Marketing](#)

Analysis

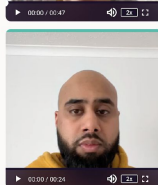
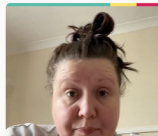
[Respondent Personas](#)

Persona Overview:

Persona Name: 'Coffee Lovers'

Background: These consumers are both male and female, belonging to a wide range of age groups mainly in the United Kingdom.

Goals and Motivation: These persona's primary goal is to find a coffee shop that offers quality coffee at reasonable prices and has a good variety of products.





CASE STUDY: Democratizing insight at Microsoft

The Moment

- Microsoft's research team was asked about use cases/jobs to be done for **Copilot mid-meeting**

The Solution

- We asked AI a question about our library of qual research, **revealing 11 common use cases from 100s of video within minutes**

The impact

- Real-time answers for our colleagues
- No more wasted \$ on repeat research
- More informed future research

1

Curious
Executive

2

Questions
posed to AI

\$0

On repeat
research



The impact at Microsoft

- 01** AI-Qual is now an essential research tool
- 02** Our research grows in value
- 03** Customers are more accessible (than ever!)





What's next for AI-powered qual?

 **Continue Building a Robust Repository**

 **AI Moderated Interviewing**



**Scan and
win a \$10,000
project!**

