QualiaInterviews

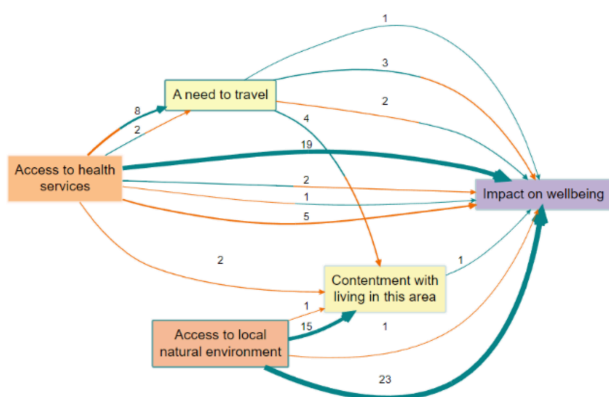# ⭐ Add Qualia to your next bid

Interviews are deep but expensive . **Questionnaires** are cheap but shallow .

Qualia is our AI interviewer. Qualia can conduct conversational interviews with any number of respondents, in almost any language.

We find that respondents are on average more candid with Qualia than with a human interviewer. As with any data collection, some respondents drop off right at the start. But we find that once they start talking, they mostly can't stop (!), producing transcripts of multiple pages.
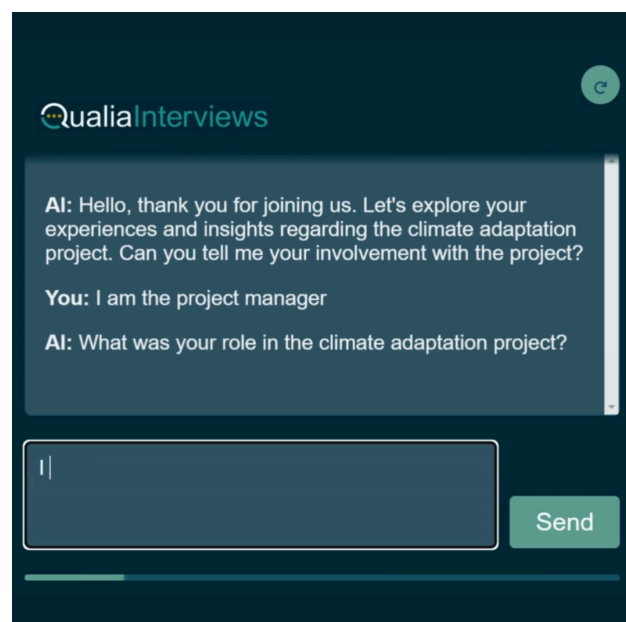
Put Qualia in your next bid:

- Conduct some KIs face-to-face and then get Qualia to follow the same interview guideline but extending your reach to dozens or hundreds of stakeholders.
- Why bother with a traditional questionnaire when you can use Qualia to find out what people are **really** thinking, but at the same scale?

Qualia interviews are very cost-effective. Often, clients engage us for a day or two to help with setting up and monitoring the interview.

You get an automated report. Or download the transcripts for further analysis. Or we can use Causal Map to make sense of the stories at scale.

You can set your Qualia interviews to be fully GDPR-compliant: no data leaves the EU, not even for AI processing; no data is stored outside our own EU servers and no data is used to train models.