

# For consultants

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# For consultants

This chapter explains how individual consultants and agencies can include Causal Map and/or Qualia in their next bid.

# Add Qualia to your next bid

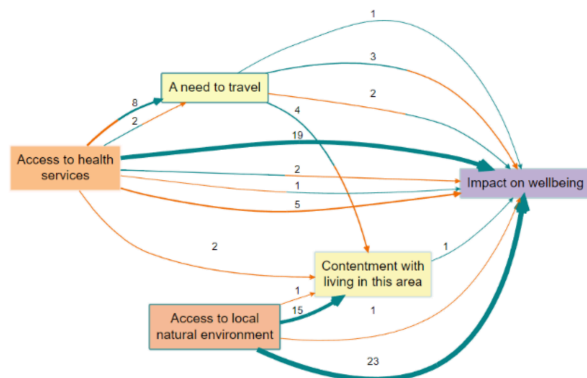
Interviews are **deep but expensive**. Questionnaires are **cheap but shallow**.

[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 don't complete. But we find

Put Qualia in your next bid:

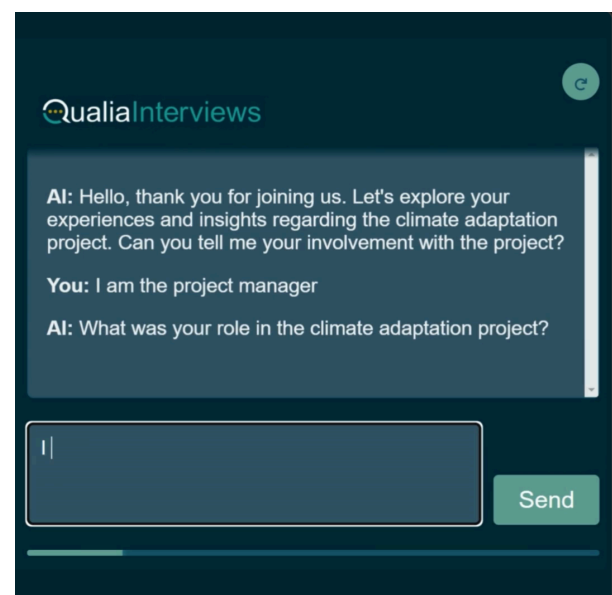
- Conduct some KIs face-to-face and then get Qualia to follow the same interview guideline but extending your reach to dozens or hundreds of stakeholders.
- Why bother with a traditional questionnaire when you can use Qualia to find out what people are **really** thinking, but at the same scale?



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.



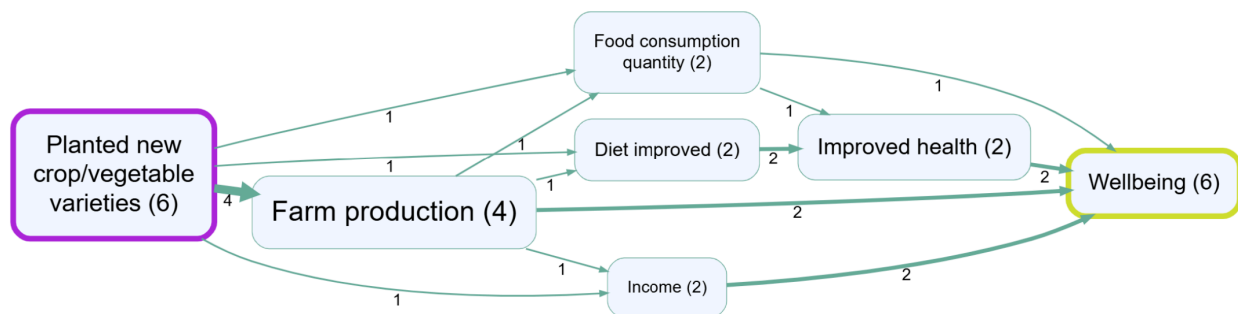
Qualia interviews can be [fully GDPR-compliant](#).

# Include Causal Map and Qualia Interviews in your next bid

## Preparing a bid? Need to apply a "causal lens"?

Research and evaluation consultancies are increasingly getting asked to "apply a causal lens". Sometimes that's possible with quantitative data. But how to rigorously identify, synthesise and visualise causal narratives within **qualitative data** like interviews and reports?

We can provide that expertise. Here's a [causal mapping bibliography](#)!.



Two ways to use causal mapping:

- As a light overarching framework for your entire project. Assemble a database of causal evidence from different kinds of sources like interviews and reports. Make sense of it at scale (we can use AI for this, but in a structured and robust and checkable way).
- Just as one part of your project, to [answer specific questions](#)...

## Questions you can answer

- How does the whole system work, according to your sources? How is it changing? Where are the leverage points?
- What's the evidence that our intervention led to expected and unexpected outcomes?
- What unexpected outcomes were there?
- Does the reality match the plan?
- Do the young people see this differently?

💡 Tip: add [conversational AI-led interviews](#) to your bid: see the next page.

# How we can work together

## How does it work

So basically our business model is that we charge a daily rate for kind of back office services to support people using these tools and the day is 695 British pounds plus VAT

- You can say that clients can be trained to use the apps themselves we can do it for them or any combination of these things

Did you know: Causal mapping is over 50 years old now. Here are some [references](#)!