

Fast human insights at scale



The pace of change has never been greater. The pandemic has affected many aspects of human life and people are re-evaluating what is important to them.

Brands need fast, reliable insights about how people are thinking, feeling, behaving and making decisions.

Get in touch

To find out more contact your Kantar representative or visit www.kantar.com

Conversational AI is a powerful AI driven approach that uses chatbots and carefully crafted text interviews to capture how people are feeling in the moment. It provides an intimate understanding of behaviour and behavioural change, current and emerging trends with unprecedented scale and agility. Using qualitative guided conversations in familiar environments like Facebook Messenger and WeChat, people openly share their needs and experiences.

When you need to:

- Quickly understand needs, purchase behaviour and preferences in your category to influence decisions
- Respond to shifts in behaviour at speed based on a human-centric understanding of category motivations
- Identify growth opportunities by understanding real-life triggers and barriers
- Craft brand content and messaging to improve marketing effectiveness

Why Conversational AI?

- It provides deeply nuanced insights from more people faster than ever before
- A cost effective way of getting rich qualitative insights at scale
- It combines the best of AI technology with decades of qualitative expertise
- An online dashboard provides access to key insights at a glance and additional analysis

Qualitative at Kantar: Boldly Curious

Kantar is leading a new era in qualitative research. As the world's largest qualitative agency, we provide unparalleled access to cross-cultural insights about people's lives, relationships and contexts in over 60 countries. We combine best practice qualitative approaches with powerful new technologies, such as chatbots, AI, virtual workshops, immersive video, image recognition, eye tracking and more to get a unique, holistic understanding of consumer behaviour.

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.