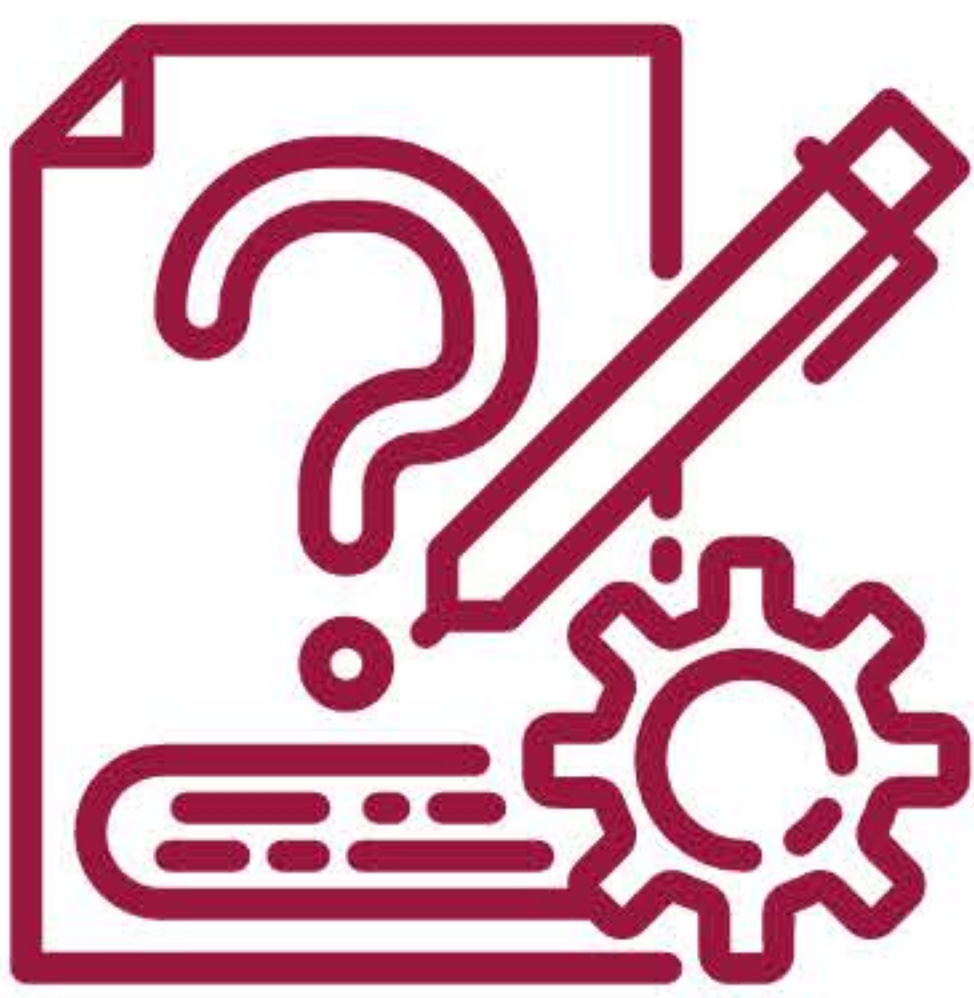


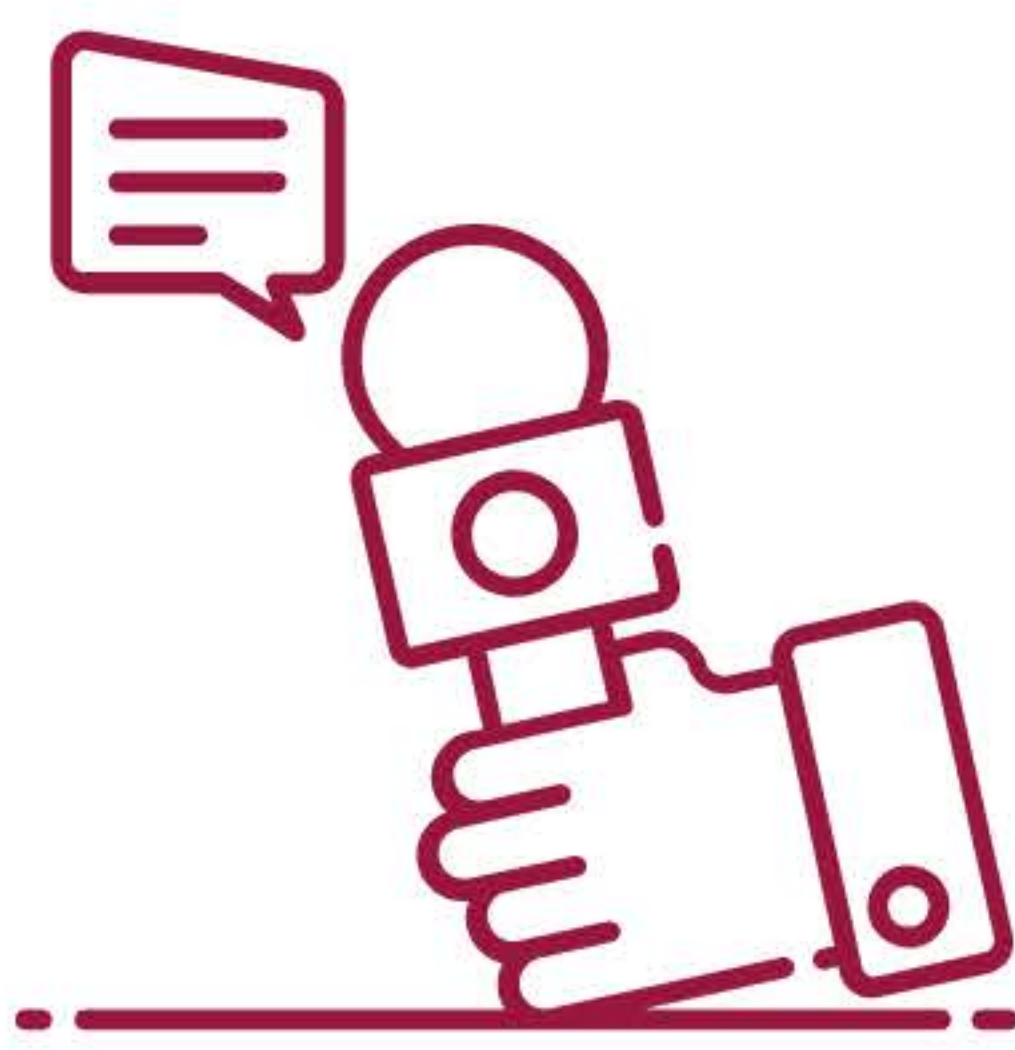
Harnessing AI to Enhance Quantitative Research

Olson Research utilizes an AI-powered survey addition on appropriate quantitative research studies to generate dynamic, intelligent follow-up questions in real-time. This tool unearths deeper insights from respondents, transforming single-layer answers into richer insights and elaborations. By asking contextual "why" and "how" questions automatically, these prompts are an effective probing mechanism that uncovers underlying motivations and emotions, making qualitative responses more actionable and meaningful for our clients. Here's how it works:



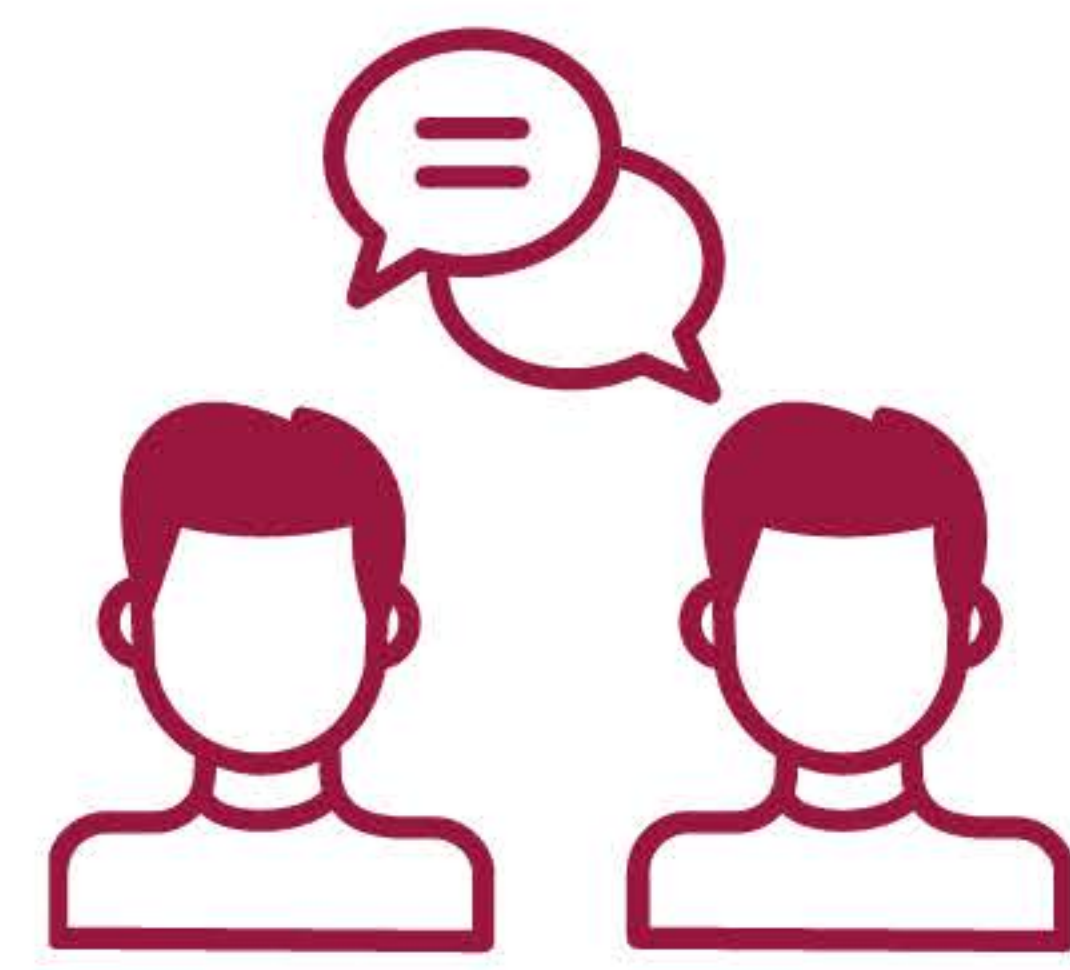
AI-Driven Generation

When a participant answers an open-ended question (e.g., "What do you think of our new product line?"), the AI analyzes the response for keywords, sentiments, and concepts.



Contextual Follow-Ups

It then generates relevant probes, such as "Can you tell me more about why you feel that way?" or "What specifically about that feature stands out to you?".



Client Collaboration

Client teams provide a description of the objectives as well as the key words/probing questions in the design phase, populating the AI tool with the necessary prompts to drive specific follow up.

Contact us to learn more about the latest tools and approaches that we employ to make your research work harder for you.

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