

Qualitative Insights at Scale

Leveraging AI & Human Intelligence



Scaling Qualitative Insights with AI Analysis

Qualitative data yields rich in-depth insights but has historically been held back by time consuming process qualitative analysis.

With current advances in AI, expert guided supervised machine learning can scale up our analytic capabilities.

Leveraging AI for Qualitative (Unstructured Data) Analysis yields a time savings of 20x



Data Collection

Unstructured textual data can be collected in open-ended surveys, feedback channels, social media posts, and from focus group and interview transcripts

For continuous discovery, periodic analysis is recommended.

The data will need to be collected in a Gen AI powered research tool (surveys) or uploaded to one (text, videos, and audio recordings).



Identify Themes

Top-Down

Researchers identify key topics, problems, touch points, actors, and themes tied to stakeholder's top priorities

Bottom-Up

Researchers manually review a small sample to identify themes

Gen AI suggests topics and themes

Automatic quantitative analysis (n-grams with R and Python) of the text can identify most common words and bi-word pairs (two words frequently occurring together)

Data Collected

Identify Themes

Define Themes

Supervised Machine Learning

Quantify Themes

Synthesize Insights

Defining Themes

Primary researcher define topics and themes

Secondary researcher tags small batch of data based on definitions

Primary researcher verifies the tags match the definition to ensure consistency



Supervised Machine Learning

Gen AI suggests tags for textual data

Researcher(s) review & revise tags

Incremental improvements in accuracy tag suggestions



Quantifying Themes

Each tag is automatically counted

Statistically significant relationships between topics, themes and demographic variables are identified



Synthesizing Insights

Identify key findings

Contextualize findings within the person's experience and based on business priorities

Tell persuasive people-centric stories backed by robust data

Focus on actionable insights for business partners and stakeholders

Data Collected

Identify Themes

Define Themes

Supervised
Machine
Learning

Quantify
Themes

Synthesize
Insights

Qualitative (Unstructured) Data Sources

Unlock the Potential of Unstructured



POINT OF SERVICE
SURVEYS ANALYZED
PERIODICALLY



SOCIAL LISTENING
ACROSS SOCIAL MEDIA
CHANNELS



CUSTOMER (USER,
EMPLOYEE, ETC.)
ADVISORY BOARDS



FOCUS GROUPS AND
LISTENING SESSIONS



INTERVIEWS

AI analysis of qualitative data



Unlocks insights from existing unstructured data



Enables new continuous discovery capabilities



Empowers teams to deliver deeper actionable insights