



Research



Analysis



Healthcare



Chatbot Technology: How AI Can Transform Your Qualitative Market Research

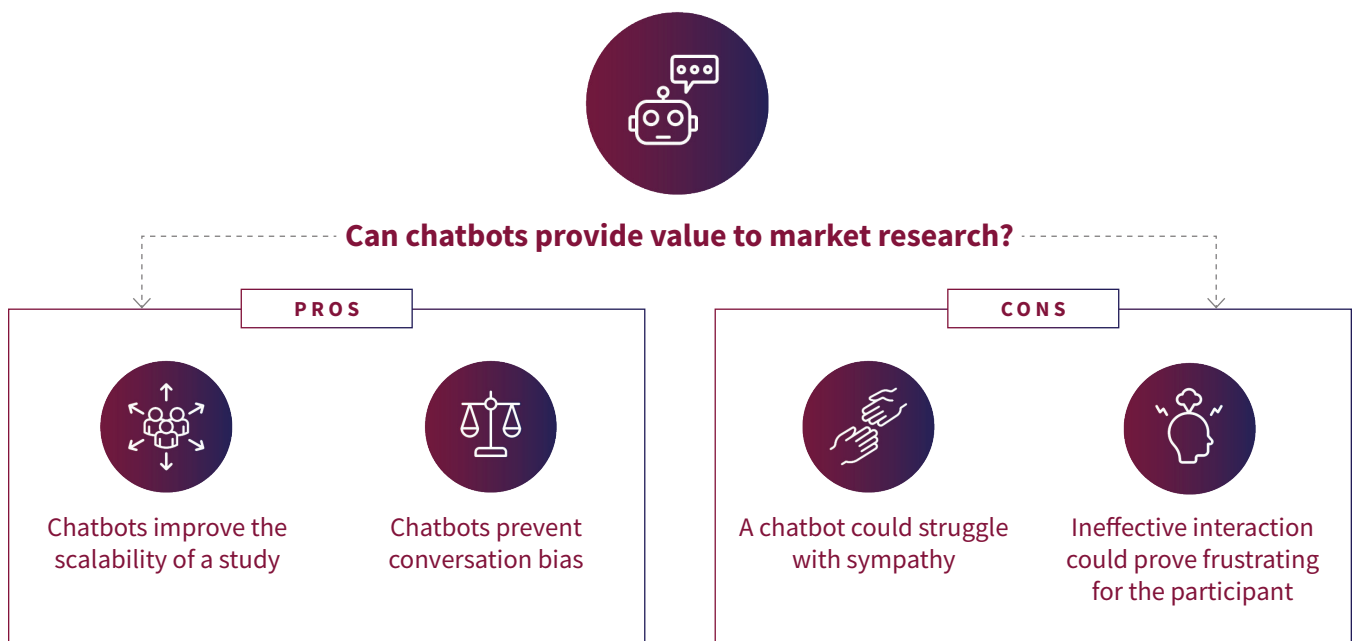
SPECIAL REPORT



Introduction

The introduction of chatbots has transformed the way that companies interact with their customers. Chatbots provide an efficient experience because they are always available and will respond consistently. Since they can be programmed and learn through AI, the universe of responses is almost limitless. But, when it comes to market research, can chatbots provide value?

Chatbots and Market Research



In some respects, chatbots may offer an excellent solution for a number of issues facing qualitative market researchers. By streamlining conversations, multiple interviews can happen simultaneously, which improves the scalability of a study.

In addition, chatbots prevent conversation bias. As much as researchers strive to avoid sharing any sort of bias in their conversations, the fact is that no one is perfect. A chatbot could reduce bias and will therefore carry on a conversation from a completely neutral perspective.

On the other hand, market research conversations can be sensitive in nature, and a chatbot will never be able to be programmed with every possible interaction and appropriate reaction. Sympathy is an important aspect of moderating, and this is an area where a chatbot could struggle..

Also, the subject matter may influence how effective an interaction will be or the extent to which the technology can be utilized. For example, if someone asks the chatbot a question out of the expected answer realm, the bot may ask the respondent to rephrase the question or offer a list of questions using keywords to help guide the next response back to an expected line of dialogue. This could prove frustrating for the participant, which may cause them to disengage from the study.

A chatbot will never replace a good moderator, but there may be some value to using them as part of the research flow.

The Onboarding Conversation

When conducting market research, a lot of time is spent qualifying leads. For example, participants are often asked a number of yes/no or multiple choice questions to pre-qualify them for a study. Could chatbots come into play at this point?

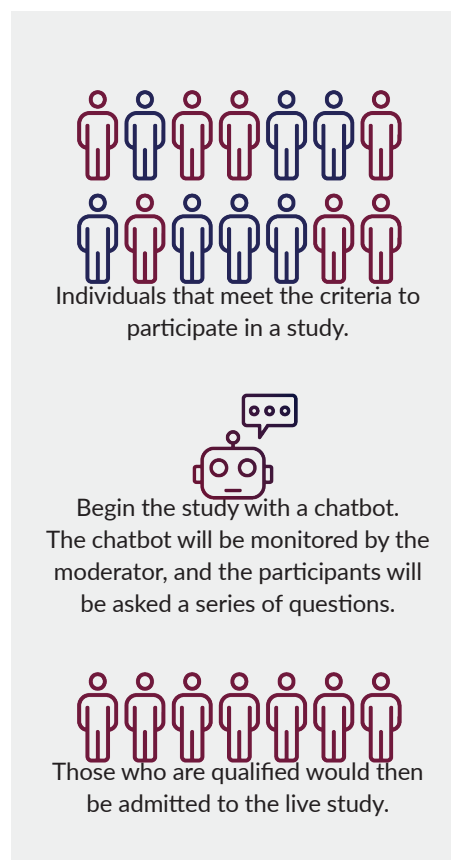
Let's say that a number of individuals meet the criteria to participate in a study. In order to verify their participation, they could begin the study with a chatbot. The chatbot will be monitored by the moderator, and the participants will be asked a series of questions. Those who are qualified would then be admitted to the live study.

By adding consistency through a chatbot, the answers will be collected in a more organized

matter (i.e., like a traditional multiple choice survey). This approach would streamline the onboarding of respondents as well as ensure the respondents are providing credible answers (i.e., the respondents are

not bots themselves) through the use of AI techniques. It will also provide the ability to explore a few additional pieces of information if the answers follow a specific pattern.

The downside is that interacting through a chatbot might discourage respondents from participating because they feel uncomfortable sharing their experiences, especially when a study is dealing with sensitive subjects.



Conclusion

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Chatbots have the potential to bridge the gap between AI and traditional market research techniques. But, the question remains: can AI make the chatbot experience smooth enough to get someone to stay engaged and, at the end, come away feeling like it was a seamless way of participating?

There are a number of arguments on both sides of this point, and the answer likely remains to be seen.



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