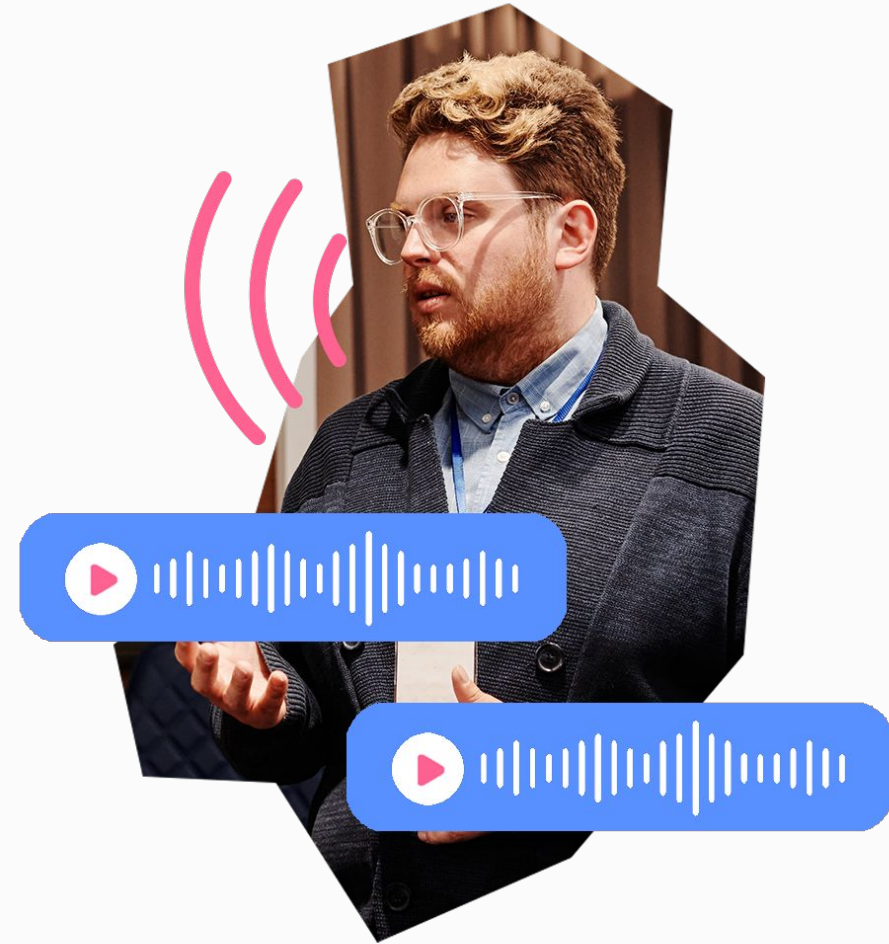


glaut*

In-depth, voice-based AI-moderated interviews for **Agile Quantifiable Qual**



Glaut is a **AI-powered research platform** for **end-to-end agile quantifiable qual projects**



1. Design

From project brief to interview outline faster



2. Interview

Run AI-moderated open-ended voice-based interviews at scale



3. Analyze

Turn raw responses into themes² and trends in minutes.



4. Report

Build an actionable Report for your stakeholders

The dilemma between breadth and depth

Surveys are efficient but not always insightful

	10 Excellent	9	8	7	6	5	4	3	2	1	0 Poor
Room quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness and Higyene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check-in process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1-o-1 interviews are insightful but expensive

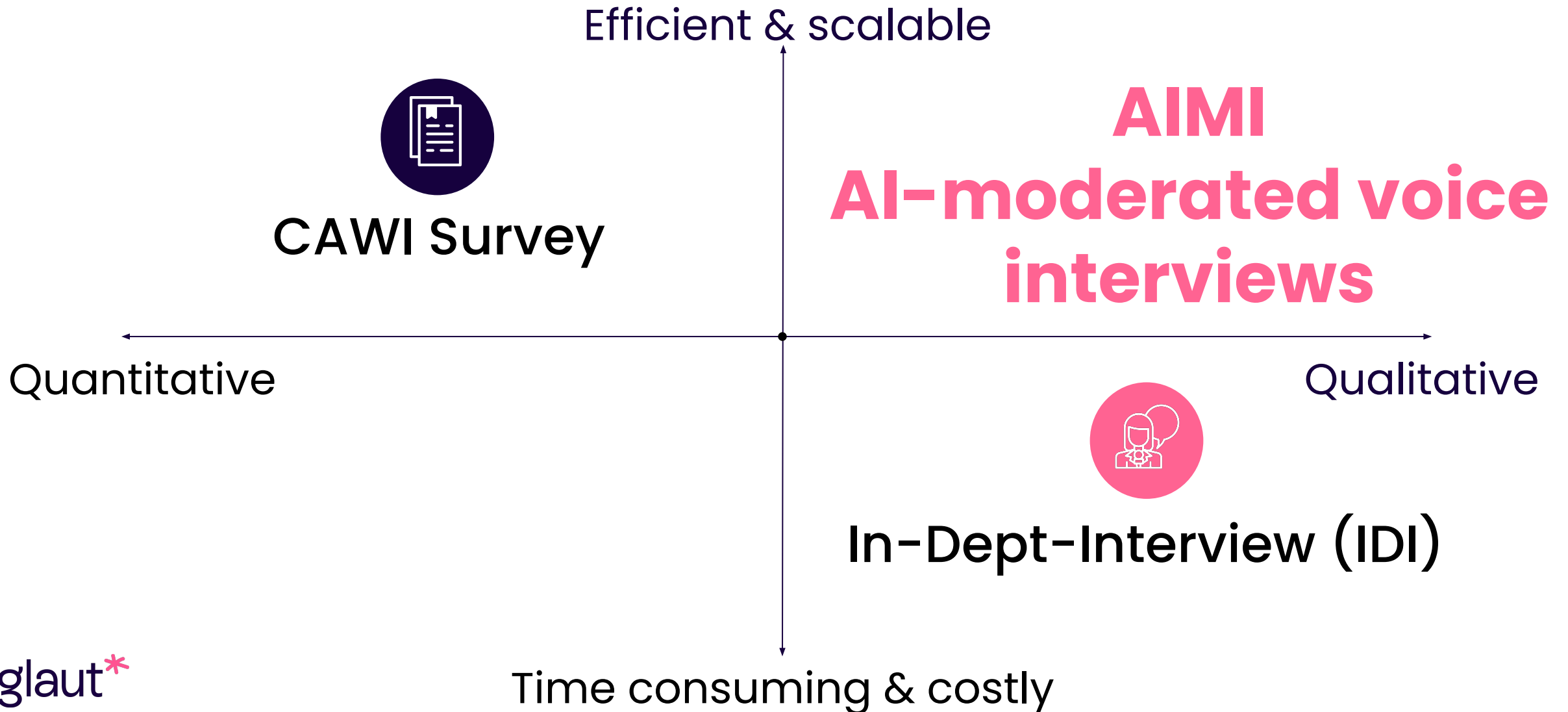
*** 4-8 WEEKS**

To execute a qualitative research project







*** \$10k to \$25K**

Average cost of qualitative research project

AI-moderated interviews (AIMI) are efficient as a survey, yet insightful as a 1-o-1 interview



CAWI vs. **AIMI** vs. IDI

-  Scalable to quant sample
-  Cost efficient
-  Available in 50+ languages
-  Voice interaction
-  Probing and follow-ups
-  Personalized, engaging conversations

CAWI



AIMI by Glaut



IDI



LIVE DEMO

Glaut is tailored for experienced researchers



Market Research
firms
(B2C and B2B)



In-house Research
teams



Independent
researchers

What are the use cases where Glaut is a great fit?



Asset Testing



Brand Equity



Employee
experience



Customer
Experience



UX research



Product / Market
Exploration

**Strategic, ad-hoc research *and*
recurrent projects (trackers)**

How do we ensure higher data-quality than a survey?



Pre-screening questions



Screen respondents upfront and cluster them according to response patterns



Voice only mode



Force respondents to answer only through voice



Uncooperative detection



Screen out uncooperative participants *during* the interview



Consistency evaluation



Check and evaluate consistency across answers



Interpretative score



Filter “top” answers respondents

International market research firms trust Glaut to run AI-moderated interviews



Thank You!



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Book a demo

