

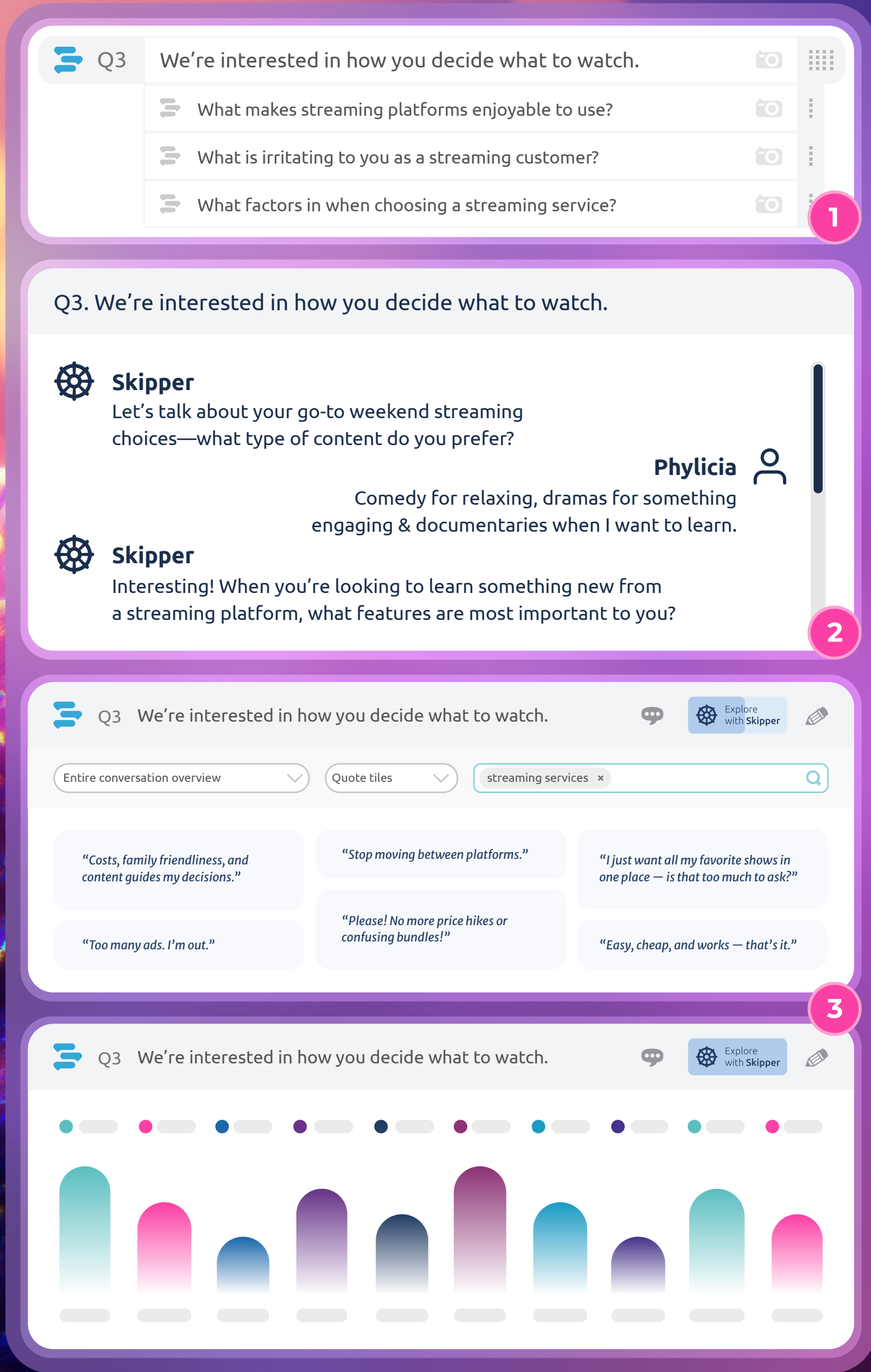


Conversation AI

GET QUALITATIVE DEPTH AT QUANTITATIVE SCALE

Conversation AI leverages natural language processing to conduct illuminating interviews between your respondents and an AI assistant. Now you can have thousands of in-depth conversations happening simultaneously. Want to go beyond surface-level answers and truly understand your audience? Conversation AI lets you engage in dynamic, human-like conversations to uncover the “why” behind their choices.





Here's how it works:

- 1. DESIGN YOUR DIALOGUE**
Craft custom conversation pathways tailored to your unique research goals.
- 2. LAUNCH YOUR CONVERSATION**
Respondents interact with the AI, providing complex and nuanced answers.
- 3. ANALYZE WITH EASE**
Use AI analysis to sift through the conversational data and identify themes.

Get deeper insights, delivered by AI

We're not just adding AI to surveys; we're reimagining how research is done. Conversation AI offers:

- Natural Language Processing:** Conversation AI leverages advanced natural language processing to understand and respond to respondent input in a human-like manner.
- Customizable dialogues:** Design unique conversation flows that align perfectly with your research objectives.
- AI-powered analysis:** Make sense of the conversational data quickly and efficiently with our AI assistant, Skipper.
- Seamless integration:** It works perfectly within the aytm ecosystem, complementing our other powerful tools.

What can Conversation AI do for you?

- GATHER RICHER DATA**
Take your survey further to capture the context, emotions, and reasoning behind your consumers' behavior.
- SCALE YOUR QUALITATIVE RESEARCH**
Make the impossible possible by conducting in-depth explorations with large sample sizes.
- UNCOVER HIDDEN INSIGHTS**
Peer beneath the surface of your data to reveal unexpected trends and opportunities with your consumers.
- BRIDGE THE QUAL-QUANT GAP**
Seamlessly integrate rich qualitative data into your quantitative research for a more holistic understanding.

**HEY, I'M SKIPPER!**

I'm aytm's AI research companion—here to help bring your next study to new heights. Enable me with Conversation AI to unlock deeper understandings about your consumers! Head to the aytm platform and try it out today.

LEARN MORE AT [AYTM.COM](https://aytm.com)