AI Chatbot

Invoke social interaction and motivation to engage in a cost-effective way

In traditional quant, survey-takers tend to engage with questions on a superficial level.

An AI Chatbot supports more thoughtful responses.

HOW IT WORKS

- Programming relies on a series of if / then statements
- The bot asks clarifying probes, triggered by specific key words or sentiments, and by short or ambiguous responses

Hi, I'm Julie! I have some questions for you. What is most compelling about Product X?

Efficacy

Could you say more about that? Which efficacy endpoint do you mean?

The PFS is promising, but not having OS is a concern

Let's talk about PFS first. How does this compare with what you use today in front-line?

BENEFITS

- Triggers social interaction cues
- Encourages reflection
- Supports more thoughtful responses to subsequent questions
- Data can be ignored or mined (e.g., traditional coding or sentiment analysis)