

**Voice-Enhanced
Market Research In Action
Client Success Stories**



October 2020





Digging Deeper Than a Deep Dish to Find Out What Consumers Love, Hate Remember and Feel About Pizza

GOAL

Gather authentic thoughts about good, bad and memorable 'pizza moments' to inform a new pizza concept.

PHEBI SOLUTION

- A voice-enabled survey using the Phebi plugin
- Using Phebi's best practices for voice, the brand crafted thoughtful questions designed to spark memories and elicit emotions

RESULTS

- By giving respondents the option to talk instead of type, the brand was able to collect longer, richer and more emotive answers
- Listening to answers (vs. simply reading them) and seeing respondents' emotion and sentiment scores helped the brand 'get to know' its target customers better which in turn drove better decisions

53%

Choose to Answer by Voice

RESPONDENTS ARE MORE THAN DATA POINTS, THEY'RE PEOPLE. JUST LISTEN.



A Happy First Memory



A Negative Recent Experience

Understanding Patients on a Deeper, Emotional Level by Really Listening

GOAL

Find out what patients with a range of conditions think of Telehealth, how their experiences with it have been during Covid-19 and if they think it is here to stay.

PHEBI SOLUTION

- A voice-enabled survey fielded to a diverse sample from Rare Patient Voice's 100,000+ person patient/caregiver panel representing 496 conditions
- Analysis of emotion and sentiment in voiced responses

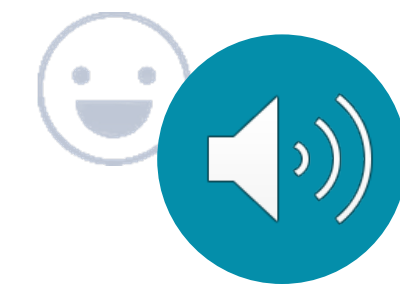


RESULTS

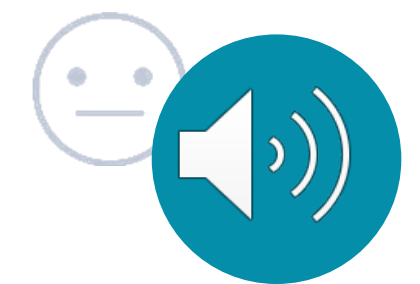
- Inviting patients to respond by voice led to longer, richer answers with no disruption to existing processes
- Sorting responses by emotion made it easy to spot trends including which aspects of Telehealth made people happy and which made them anxious
- The study revealed strong but nuanced support for Telehealth and listening to responses vs. simply reading them uncovered new insights

More than Half
54%
Choose to
Answer by Voice

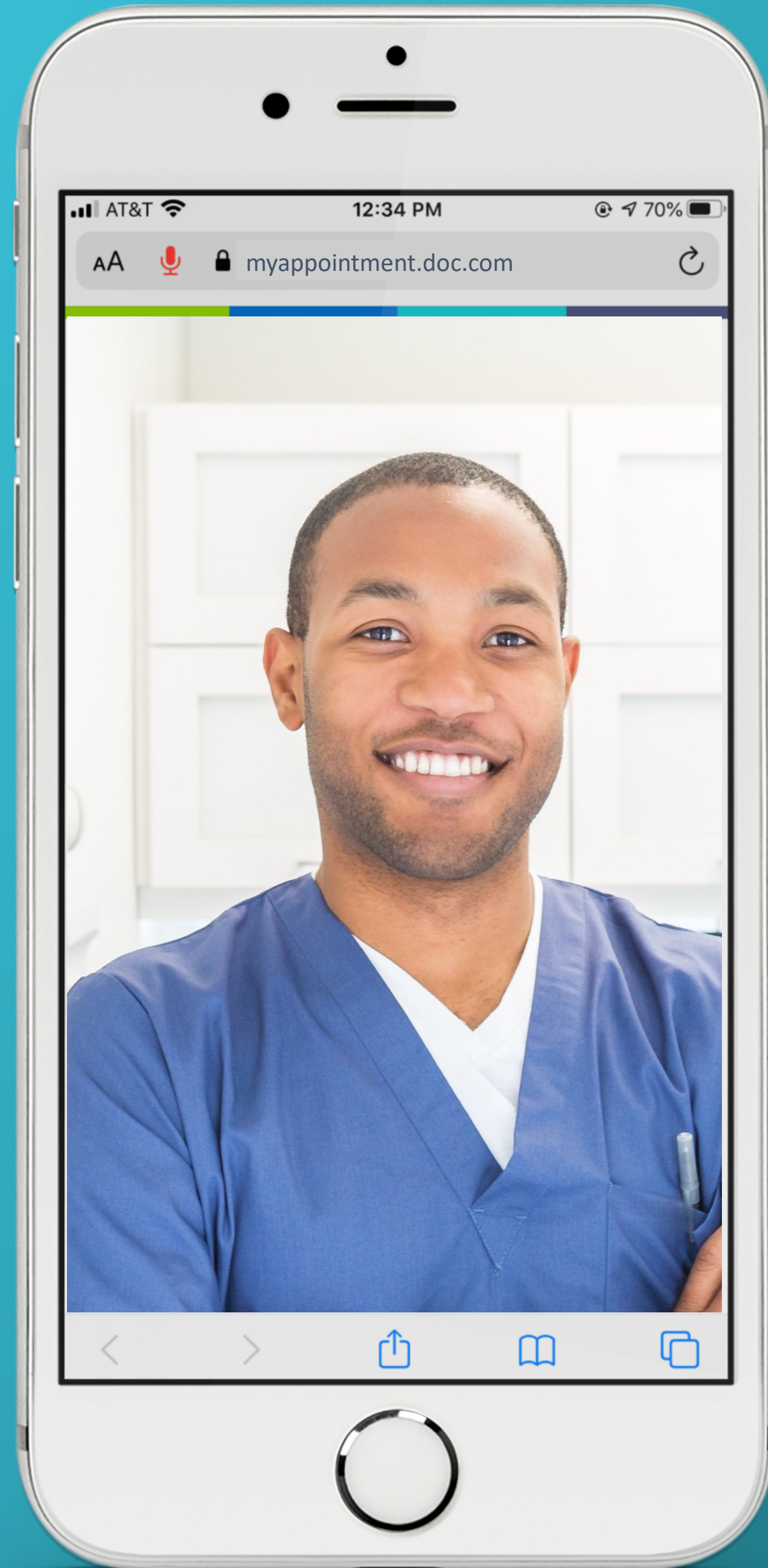
+46%
Voiced Responses
Were Significantly
Longer + Richer



Loves
Telehealth



Not So
Sure



Engaging Hard-to-Reach Audiences; Straight from the Preschooler's Mouth

GOAL

Evaluate snack food concepts through the lens of both mother and child; in a timely, cost-efficient manner.

PHEBI SOLUTION

- Two concepts were mailed to participants
- Following receipt, participants received two voice-enabled surveys
- One survey was directed at parents; the other children, aged 4-5, to be taken after trying each concept

RESULTS

- The brand was able to collect longer, richer, more meaningful answers
- Listening to answers and seeing emotion and sentiment scores helped the brand to better understand their target audience
- Overall appeal, liking, sensory attributes and brand fit were examined; unbeknownst to the respondent
- Bias was eradicated and cost efficiencies were gained by utilizing Phebi

100%

**Of Kids Surveyed
Answered by Voice
Saving Time and Money**

**RESPONDENTS
ARE MORE THAN
DATA POINTS,
THEY'RE PEOPLE.
JUST LISTEN.**



Crunchy!



Delicious!



Richer Insights Drive Better Decisions For Major Pharmaceutical Company

GOAL

Understand patients' authentic emotional responses to a new treatment plan for a condition they are currently managing.

PHEBI SOLUTION

- Extract new insights from 90 one-hour in-depth interviews previously conducted
- Conduct diarization to isolate respondents from interviewers
- Analyze the emotion and sentiment in patients' responses
- Visualize and track changes in emotion over the course of the interviews using Phebi's Emotion Tracker display

RESULTS

- The brand was able to understand patients more deeply in less time
- Patients were categorized by their emotional responses (Strong, Calm, Happy, Anxious, etc) making it possible to identify the characteristics of those most likely to respond positively to the treatment plan under study
- Highly engaged respondents were easily identified and flagged for follow-up and future studies



RESPONDENTS ARE MORE THAN DATA POINTS, THEY'RE PEOPLE.

90+ Hours
Of Audio Analyzed

Countless Hours Saved
Results in Hours Not Days

Exploring Voice-Enabled vs. Traditional Surveys With a Study on Wellbeing in Relation to Stress

GOAL

Test the hypothesis that because talking is faster and easier than typing,

- People like completing surveys by voice,
 - People give longer answers when completing surveys by voice,
 - People give richer, more authentic answers when completing surveys by voice.
- And that Phebi's technology reliably detects emotion in respondents' voices.

THE STUDY

Methodology:

- A voice-enabled survey was set up using the Phebi plugin
- 1,000 consumers across the US and UK (representative M/F split; 16 to 51 years+)
- Five-minute survey to understand wellbeing in relation to stress
- Half of respondents were served audio questions by a chatbot; half responded to text-based questions
- Half of respondents gave audio answers; half gave text-based answers
- Answers were analysed in two ways: what respondents said (sentiment analysis based on the words they chose) and how they said it (emotion detection based on the pitch, tone and rhythm of speech)

Exploring Voice-Enabled vs. Traditional Surveys (Continued)

THE RESULTS

Voice surveys engage respondents and add value to the research

People like completing surveys by voice

Across all age demographics (18-64 years) people chose to answer by voice at high rates and found it to be faster and easier.

People gave longer responses when answering by voice

The number of words used on open ended questions answered by voice was higher than with text answers.

People gave richer responses when answering by voice

When people use natural speech the richness of information is improved compared to typed-answers. They edit their answers less, enabling the capture of 'gut' responses.

Emotions were easily identified in voiced responses

Using the latest voice emotion detection technology from Phebi, identifying the dominant emotions expressed according to different topics was easy.



With the foundations already well laid, we predict that in 2020 voice technology will become the next big thing in market research.

The time is right to explore, experiment and test the power of voice technology to enrich your market research and provide new insights that truly represent the voice of the customer.

–Abigail Stuart, Founding Partner, Day One

Day One



We want to provide our clients with the greatest possible insight from the sensitive qualitative data we capture.

With Phebi we're able to supplement our qualitative insight from phone interviews to gain new insights via the service's emotion detection and sentiment analysis capabilities and to better support and evidence our findings.

–Mike Pepp, Account Director, Blueprint Partnership



It's time for voice-enhanced Market Research



Phebi makes it simple