mmr NOVA

Q.BOT

The Future of Consumer Insight & Engagement

Unlock Deeper Consumer Understanding with Q.Bot

In the fast-paced world of market research, staying ahead means embracing innovation. Enter Q.Bot, our new **AI-powered chatbot** designed to revolutionize the way businesses understand their consumers. Q.Bot is not just a tool; it's a window into the consumer's world, offering **depth, scale and actionable insights.**

Engage Consumers on Their Own Terms

Q.Bot is deployed on a messenger-like platform, creating a personal, familiar, and responsive experience that consumers love. By meeting consumers where they are, Q.Bot fosters trust and deeper engagement, leading to **greater openness**. The result? Richly nuanced insights that traditional methods can't match.

AI-Powered, Human-Like Conversations

Every interaction with Q.Bot is unique, thanks to generative AI that adapts dynamically to each conversation. This isn't a one-size-fits-all chatbot; Q.Bot supports **in-context probing**, ensuring that each conversation allows the consumer's experience to unfold with all the depth and granularity that will shape the insights you need.

Authentic Consumer Voices

Q.Bot **captures the consumer experience in their own words**, with extraordinary authenticity. In a highly competitive market, this is the gold dust that will help you create deeply resonant brand communication, differentiating your product and connecting with your consumers.

Reach the Unreachable

Q.Bot goes where traditional moderators or interviewers can't. Whether it's engaging consumers in hard-to-reach locations or navigating sensitive topics with ease, Q.Bot is your solution for **challenging research scenarios**.

Seamless Integration into Consumer Behavior

Leverage consumers' existing mobile habits with Q.Bot's QR code-triggered intercept engagements. This **seamless integration** means you can connect with consumers effortlessly, fitting into - rather than disrupting - their daily routines.

Qualitative Richness at Quantitative Scale

Why choose between **depth and breadth**? Q.Bot offers the best of both worlds, combining the richness of qualitative discovery with the robust precision of quantitative scale. This powerful blend is the key to superior product innovation and strategic decision-making.

Your Partner in Consumer Insight

Q.Bot is more than just a chatbot – it's a **strategic partner** in your quest to understand and engage with your consumers. With Q.Bot, you're not just collecting data; you're putting consumers back at the forefront of research and gaining a strategic advantage that can inform product development, marketing strategies, and much more.

Here's what one consumer had to say as part of a recent study on functional beverages:

"When I drink it there is a sudden burst of flavour as it hits the tongue is a smorgasbord of taste and delight. The aroma is powerful yet warm and humble and the texture of the coffee as it slides down one's throat is unmatched! It tastes like highly concentrated coffee beans mixed with an earthly flavour. It has an amazing aroma, like an old familiar yet wonderfully modern aroma that feels like a warm hug. It feels light but in a good way, not overbearing. And it has a wonderful aftertaste that doesn't leave your mouth for an hour or two.

In an ideal drink I'd look for high quality taste, high quality aroma, good aftertaste too, shiny colourful packaging and great texture. It must also help with alertness, energy and focus. More fruity flavours too."

- Participant: Male, 25-34, UK, functional coffee drinker

Take the Next Step

Ready to learn more about how Q.Bot could be used in your upcoming research and innovation plans?

Get in touch HERE or scan the QR code below.