

# Reconstructing Qualitative Insights Through AI

Qualitative research can often be overlooked in favor of speedier, more agile research methods.

Historically, qualitative analysis is known for requiring:



## A lot of time

Qualitative research can take weeks to months due to amount of coordination and in-depth analysis needed



## A lot of funding

Sample costs tend to be higher when requiring more time from participants which is needed for quality insights



## A lot of existing knowledge

Planning for and analyzing a qualitative project has been an area of specialization for researchers

## Fuel Cycle + AI = A Qual New World

Fuel Cycle's Research Engine supplies your brand with AI-generated executive summaries to bring speed and expertise to your qualitative research



Focus Groups



Discussion Boards



Progressive Profiling



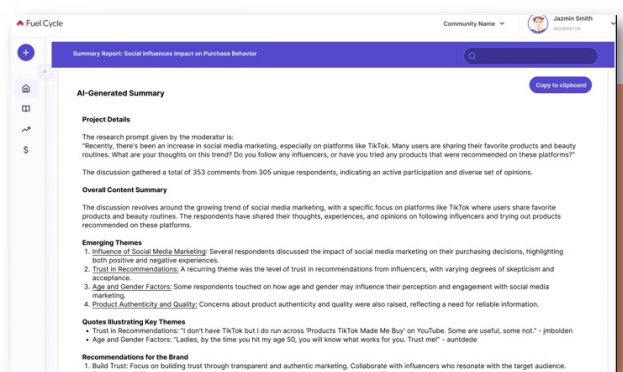
Live Chats



In-depth Interviews

## Every AI-Generated Executive Summary includes:

- Essential Themes
- Key Quotes
- Brand Recommendations & Next Steps
- Progressive Profiling via P2 Engine



## The Impact?



Incredible speed to insights with minimal lift



In-depth, contextual evidence for priority business decisions



Unlocking new pathways to customer insights & strategic planning

The transformation of Qualitative Research is long overdue and Fuel Cycle is proud to be on the frontlines of that change. Are you ready to begin exploring how the Research Engine will change your business?