Conveo

Confident decisions in days with AI-led interviews.

Your AI co-worker designs expert studies, interviews **real people** and instantly analyzes your videos. Get robust, actionable insights and tell powerful stories to your stakeholders in no time.

USED BY OVER 300 ORGS INCLUDING

ABInBev   JDE Peet's   General Mills   MARS

Unilever   P&G   orange   instacart

Niels Schillewaert
FORMER PRESIDENT ESOMAR

BACKED BY
Y Combinator

You mentioned you don't really know what it is, could you elaborate on that?

LINDA RAMOS

t all over the place. *The slogan is , and the messaging doesn't help l have no idea what the product y does. There's no clarity.*

the messaging doesn't help ither. I have no idea what the product actually does. There's no clarity.

00:12:36

DETECTED FACETS AND INSIGHTS

Brand messaging misaligned   Us
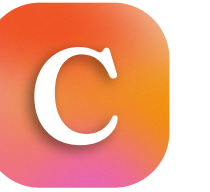
Messaging Modern   Visual design

Brand clarity perception

Low ————————————————— 75%

Medium ——— 13%

High —— 12%

It's not just an AI-follow-up
It's a fully personalized conversation

Thank you so much for taking the time to participate in this interview. Your insights are incredibly valuable to us. Are you ready to begin?

Click once to start recording
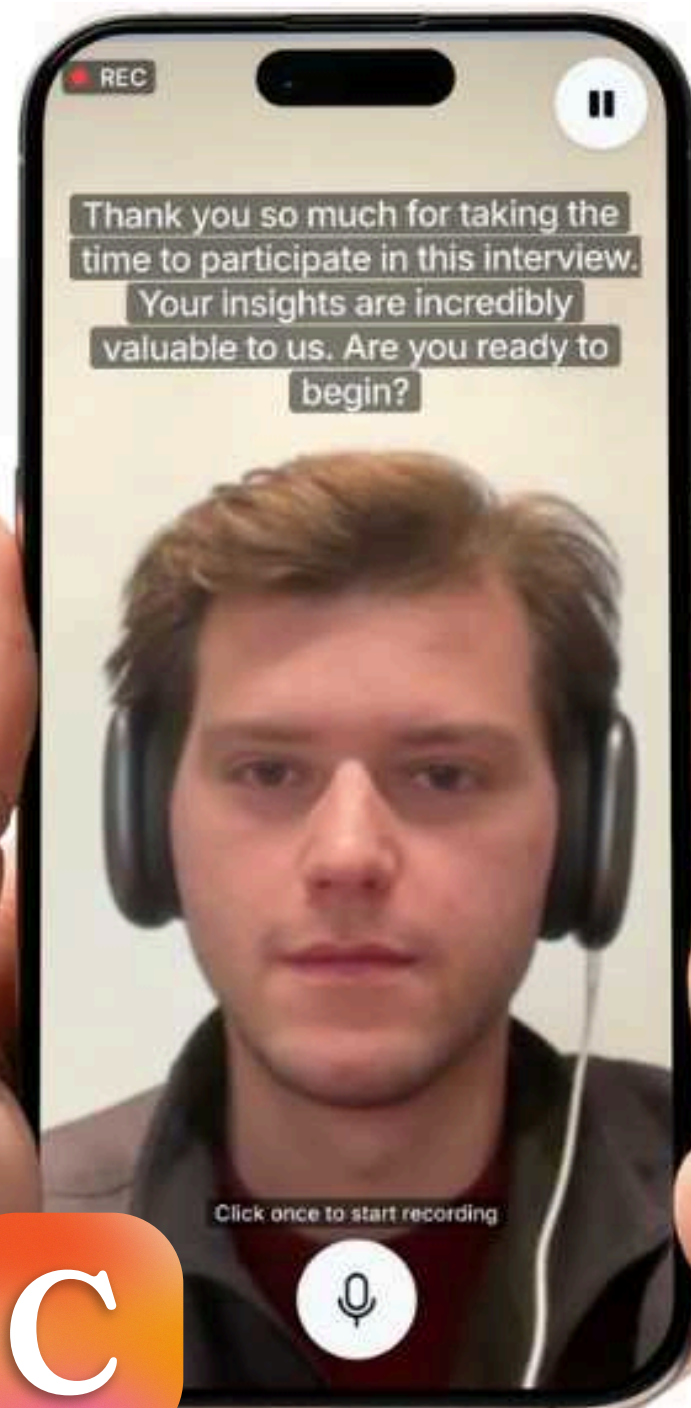
"I'm **very satisfied** with my machine. This is actually **my second machine**. **The first one had some issues.** I actually bought 2, one for our **camper** as well."

"It's great to hear that you're **very satisfied** with your **Nespresso Vertuo** machine and **even have one for your camper**!
You mentioned that your **first machine had some issues.** Could you tell me more about what **specific problems you encountered with it** and **how the new model has addressed those issues?**"

"It was very, very difficult to open and close this, and then I actually felt like it hurt my hand when I did that, my wrist when I did it with the old machine. This one is much easier.

I also just like how much hotter this one makes the coffee."

AI keeps research goals in mind to **ask the most relevant questions**

AI understands **emotion and nuance**

AI remembers the whole conversation

Memory + Brand name recognition
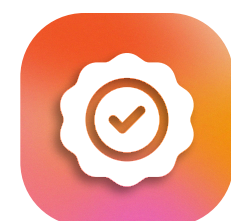
70%+ OF INSIGHTS ARE GENERATED FROM AI-FOLLOW-UPS

Research matters more than ever but you're too constrained to do it right

🕐 **Time**

The Business moves too fast with too many requests

- Great research takes time, but decisions can't wait

- Constant stream of requests, many low-priority

- No time for real thinking, or synthesis

✓ **Quality**

Limited resources force you to compromise on quality

- Default to low signal methods or low sample, to save time & resources

- Just as the world gets harder to understand, you're asked to do more with less

- Pressured to adopt AI, but nothing really works (great marketing though!)

📈 **Impact**

Insights struggle to drive impact and are not reused

- Stakeholders hear what they want to hear, they don't believe the insights

- You have mountains of existing stale data (videos, transcripts, reports,…)

- You're seen as a gatekeeper to knowledge, but there's no other option

It's as if the pressure was rising — but our processes and systems weren't built for the pace, volume, or complexity of today.
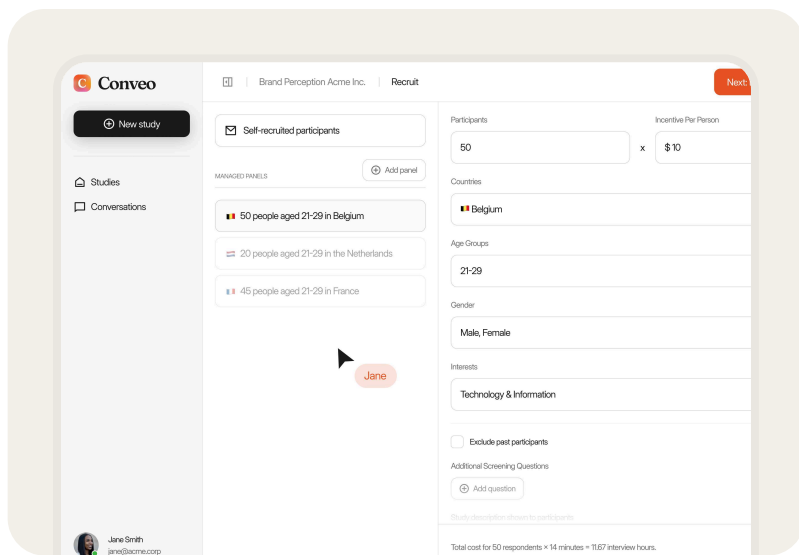
VP Insights, JDE Peets

Our platform makes market research easy
for you along 5 steps, and infuses AI throughout
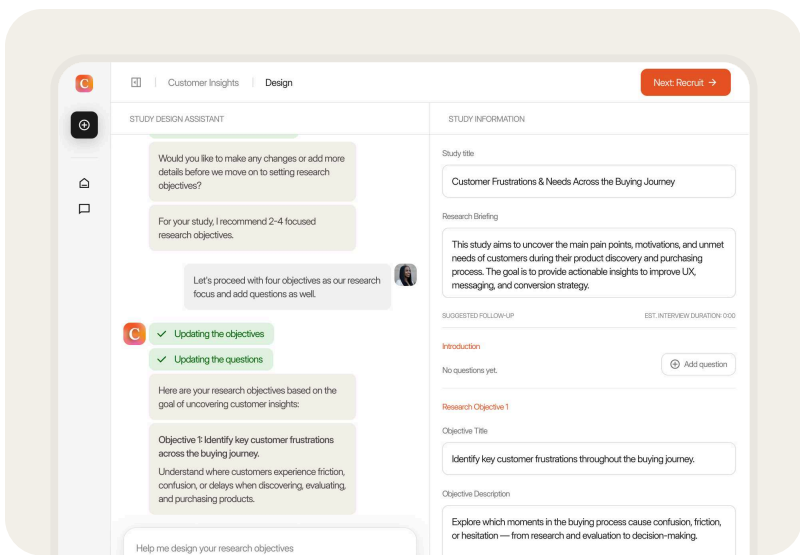
Assisted research set-up

Be confident in your research as our platform co-creates the topic guide with you in minutes

Recruiting respondents

Easily recruit high quality respondents or share with your own audience

Moderating conversations

Go deep at scale with Conveo's AI moderator, without the need for human interviewers
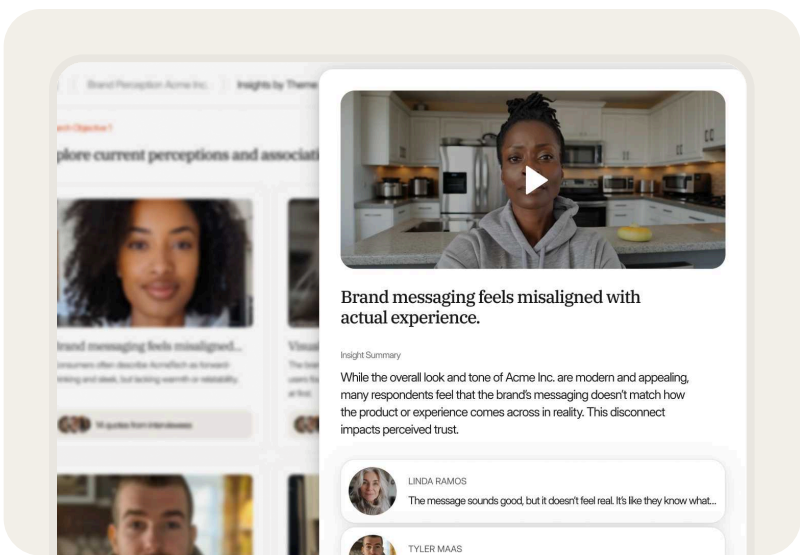
Automated analysis

Save hundreds of hours of analysis and trust your insights - with all your data in one place

Instant insight sharing

Inform your stakeholders directly with shareable results including dedicated use case modules like personas

AI-Assisted Stakeholder Collaboration

1. Business stakeholders request **research for decision-making** that you can approve or respond to by sharing existing knowledge

2. Once approved, **you and your stakeholders** collaborate with an AI trained as an expert researcher to **design the perfect study.**
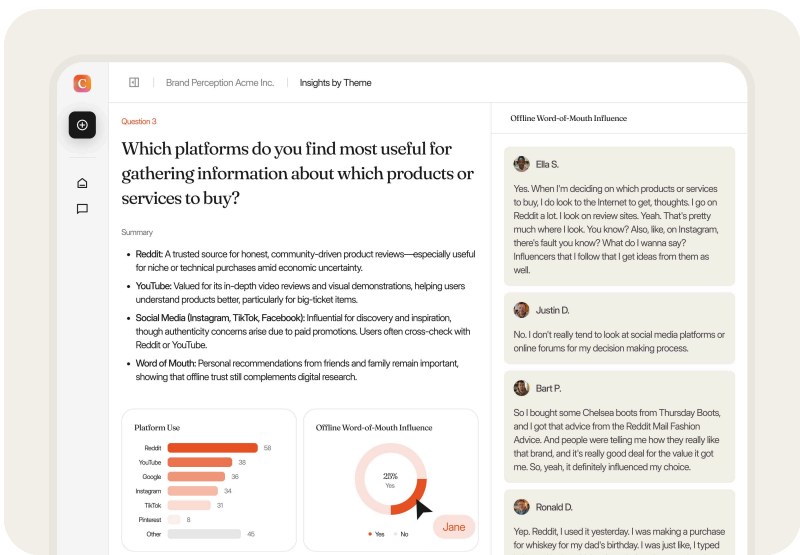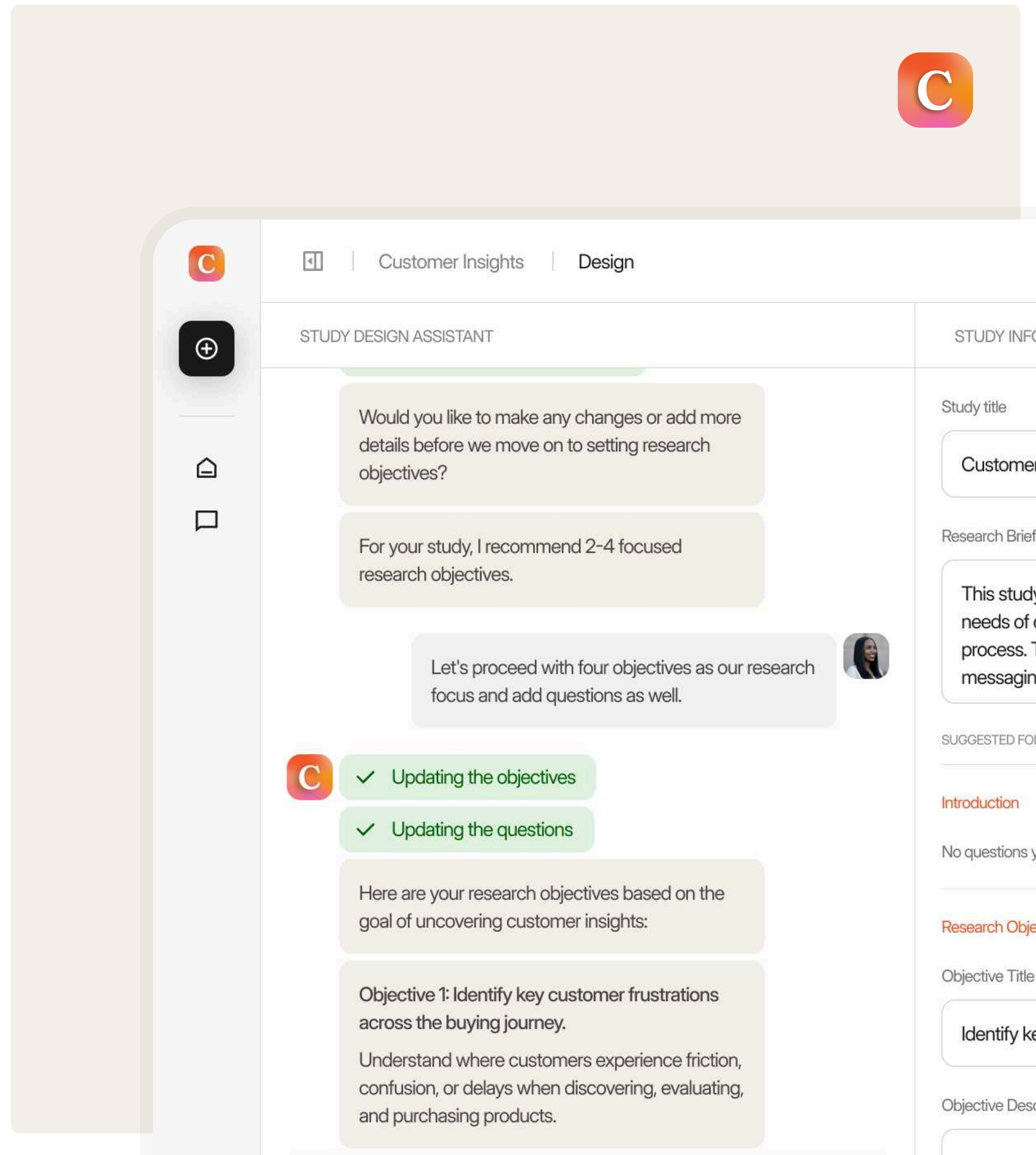
3. Completed studies are added to **your compounding knowledge-base** so you and your stakeholders can ask questions

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Customer Insights | Design

STUDY DESIGN ASSISTANT

Would you like to make any changes or add more details before we move on to setting research objectives?

For your study, I recommend 2-4 focused research objectives.

Let's proceed with four objectives as our research focus and add questions as well.

✓ Updating the objectives
✓ Updating the questions

Here are your research objectives based on the goal of uncovering customer insights:

Objective 1: Identify key customer frustrations across the buying journey.

Understand where customers experience friction, confusion, or delays when discovering, evaluating, and purchasing products.

STUDY INFO

Study title

Customer

Research Briefi

This study
needs of c
process. T
messaging

SUGGESTED FOL

Introduction

No questions ye

Research Objec

Objective Title

Identify ke

Objective Desc

From Insights to Innovation & brand, teams across the org use Conveo

Consumer Insights

Uncover unmet needs

Localized research

Voice of customer   Behavorial

Etnographies   Purchase drivers

Category entry points

Attidudinal research

Multi-country   NPS & CSAT

Brand, Marketing & Strategy

Buyer motivation   Claims testing

Message testing   Brand tracking

Brand perception   Ad testing

Journey mapping   Brand Strategy

Persona building   Brand promise

KOL research   Cultural tensions

Product & Innovation

Ideation   UX testing

Product development   IHUTs

User stories   Jobs to be done

Concept testing

White space mapping

Conveo

Conveo is used by world-leading brands

15K — Interviews ran in the last 12 months

94% — Of participants rate us 4 out of 5 or higher

Zero — Churn among customers that ran 3+ studies

Niels Schillewaert
FORMER PRESIDENT ESOMAR

Our team comes from leading organizations

datacamp · McKinsey & Company · V BUSINESS SCHOOL · Ipsos · HEC PARIS

Berkeley UNIVERSITY OF CALIFORNIA · HUMAN8 · ABInBev · ESOMAR

Our customers are groundbreaking innovators

Unilever · KEARNEY · P&G · orange · instacart

edgard cooper · ABInBev · 1440 FOODS · General Mills · MARS

JDE Peet's · HUMAN8 · Day One STRATEGY · *and 200 other orgs*

Our investors have a history to back winners

Y Combinator · entourage

6 DEGREES CAPITAL · PITCHDRIVE · SYNDICATE ONE