





We connect to the hearts and minds of consumers to develop deeper understanding via innovative methods and techniques

Quester is redefining the insights landscape

We navigate beyond insights to develop strategic activation opportunities via workshops and expert consultation



# 1973

Grounded in academia, Quester was founded by social psychologist Dr. Charles Cleveland as a consumer marketing research company specializing in focus groups and IDIs



### 2006

Launch of Quester proprietary software replicating a human moderator



# 2011

Artificial intelligence technology is developed into the software moderator Industry leading quantitative expertise hired and integrated into the company

# The Evolution of Quester



# 2014

Industry recognizes Quester with Explor and David Ogilvy Awards for cutting-edge research design



### 2020

Today we are an Insights and Strategy agency unlocking breakthrough insights that drive business growth



# Redefining Qualitative and Quantitative via Artificial Intelligence

**Proprietary Moderator Conducts 1:1 Interviews** 



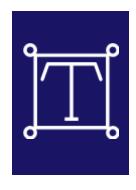
Emulates a human moderator



Driven by artificial intelligence



Programmed psychiatric interviewing techniques



Analyzes and processes respondent's language



Identifies
hypotheses,
known ideas, and
unique ideas



Delivers
contextual,
probing follow-up
questions

# Software Moderator Powered by Artificial Intelligence

# **FACTS**



Over six million 1:1 interviews since 2006



In 2019, leveraged by 40 companies on the Fortune Magazine list of top 1,000 companies in the US



Interviewing capabilities in seven languages, including:

- o English
- o German
- o Spanish
- o Italian
- o Portuguese
- Simplified Chinese
- o French

# **BENEFITS**



Qualitative insights delivered with every respondent



Ability to interview hundreds, even thousands of people in a matter of days



Enhanced value of online and mobile research along with higher respondent satisfaction



77% satisfaction with Quester vs. industry average of 48.9%\*\*

\*2017 Quester research overall top 2 box, 7 pt. scale \*\*2017 Grit CPR overall top 3 box; 10 pt.

# **Quantitative & Linguistic Analysis**

Bring the Full and Complete Story To Life

We collect quantitative metrics and qualitative stories from every single respondent

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Researchers deep-dive into the data and language of each person's story

The structure, content, and context of each story are examined and woven in with quantitative metrics

# **Quester Frameworks**

