



Insights + Strategy
Better Together



The True Intersection of Insights & Strategy



The Evolution of Quester



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



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

[Quester.com/Howitworks](https://quester.com/how-it-works)

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:

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

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

01



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

02



03

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



Quester Frameworks

