



Creating discussion guides for market research is now possible with AI, thanks to BARI and Bilendi Discuss.

- Built-in AI-powered research assistant "BARI" supports qualitative projects: from the initial creation of discussion guides to the final analysis of results.
- New feature: BARI helps to conceive and fully script discussion guides
- The group Givaudan is conducting a research project across five countries, automated with Bilendi Discuss

Paris, 18th September 2024 - **Bilendi & respondi** has added a new feature to Bilendi Discuss, the AI-supported qualitative research platform.

With an intuitive design, Bilendi Discuss ensures a smooth experience for both researchers and participants. Research can be conducted either via social messaging apps or through a web portal. Integrated into Bilendi Discuss, BARI (Bilendi Artificial Research Intelligence) acts as an ideal research assistant, enabling researchers to conduct their projects more efficiently and effectively.

BARI: The AI-Powered Research Assistant for Qualitative Projects

Bilendi Discuss is a well-established platform used by researchers seeking a powerful tool with intuitive handling. It enables researchers to gain deeper and more human insights than ever before. Using innovative algorithms developed by Bilendi, proprietary AI, and advanced prompt engineering techniques for ChatGPT, BARI has already been able to automatically moderate conversations with research participants, translate into different languages, and deliver precise summaries and analyses of large amounts of data. Now, BARI has become even more powerful.

New Feature: BARI Helps to Develop and Fully Script Discussion Guides

BARI now supports researchers right from the outset. After the researcher has defined the project settings and research objectives, BARI proposes a guide outline with the various research phases that structure the project. BARI can also adapt this outline specifically to different groups of participants. The researcher can easily modify the outline directly in the Bilendi Discuss tool or simply confirm BARI's proposal. Once the research process is validated, BARI will, with just one click, generate the final guide with the qualitative and/or quantitative questions and tasks for each target group, already scripted in Bilendi Discuss. Again, the researcher can easily modify or validate the proposals. With BARI proposing and scripting the complete discussion guide, the entire research project can be ready to start in just a few minutes.

The Givaudan Group Conducts a Research Project in Five Countries, Automated with Bilendi Discuss

BARI and its new ability to automatically generate discussion guides have already proven successful. Givaudan, a leading global company specialising in the creation of flavours and fragrances, has conducted a multicountry qualitative/quantitative usage and attitudes study to

understand consumers' opinions towards processed meat. Givaudan chose to conduct the project with Bilendi Discuss, making full use of BARI. BARI created and scripted the five discussion guides, adapting to the specificities and traditions of each country regarding processed meat products. BARI moderated the community (n=100) with moderation skills equal to those of a human and delivered precise and coherent summaries and analyses of each discussion topic. Givaudan gained valuable insights into processed meat, thanks to a research project carried out quickly and efficiently.

Marc Bidou, CEO and founder of Bilendi, states:

"Our AI, BARI, is becoming a true team member for researchers, supporting them from the very start and facilitating the entire research process – from creating the discussion guide to automated moderation and delivering summaries and analyses. We are very excited about BARI's ongoing developments, and the first customer feedback encourages us in our continued innovations."

About Bilendi

At a time when the volume, variety, and speed of data being transmitted and exchanged are increasing exponentially, **Bilendi** provides an innovative, technological solution for its collection and management. **Bilendi** is positioned at the heart of data collection for two market segments: technologies and services for market research, and technologies and services for customer engagement and loyalty. The group operates in France, the United Kingdom, Germany, Italy, Belgium, the Netherlands, Spain, Sweden, Finland, Denmark, Switzerland, Morocco, as well as Austria and Norway. With the acquisition of respondi in 2021, **Bilendi** strengthened its position in the top three European markets: Germany, France, and the UK. The new entity's offering is unique in terms of panel size and quality, enabling the collection of increasingly complex data. In 2023, **Bilendi** launched Bilendi Discuss, a new platform with integrated AI features – another step in its global strategy of providing a full range of innovative technologies and services.

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