



New AI-powered features for the research platform Bilendi Discuss

Paris, January 12, 2024 - **Bilendi & respondi** has added new features to Bilendi Discuss, the AI-supported multi-channel research platform.

With an intuitive design, Bilendi Discuss ensures a smooth experience for researchers and participants. Research is conducted either via social messaging apps or a web portal. Integrated into Bilendi Discuss, BARI, the Bilendi Artificial Research Intelligence, serves as a research assistant - enabling researchers to get more detailed verbatims in less time.

Built-in AI-powered research assistant "BARI" supporting qualitative projects

Bilendi Discuss is a well-established platform tailored to the needs of researchers looking for a smooth tool with intuitive handling. It enables researchers to get deeper and more human insights than ever before. Using innovative in-house algorithms, proprietary AI and advanced prompt engineering techniques for ChatGPT, BARI was already able to deliver precise summaries and analyses of large amounts of data. Now BARI has become even more powerful.

New feature: Professional automated moderation

BARI has levelled up with professional moderation skills: BARI adapts perfectly to the participants' response content, writing style and length. The questions and follow-up questions are always relevant to the qualitative project and go far beyond a simple "tell us more". In real-time, BARI analyses the participant's first answer and selects the relevant part to ask for more details. That leads to even more detailed and relevant verbatims. A tireless assistant, BARI supports researchers 24/7 with consistently professional and equal-to-human moderation skills.

BARI can adjust to the needs of the individual project: researchers can switch between automatic or semi-automatic moderation, which allows the researcher to validate questions before sending them. That can be used, for example, to automatically moderate questions during non-business hours. Researchers can also adjust the intensity of moderation, to define the number of follow-up questions BARI will ask. BARI is professional, flexible and always available.

Marc Bidou, CEO and founder of Bilendi, states:

"Our AI, BARI, has become a key feature of Bilendi Discuss. BARI has been developed to make the work of researchers easier, acting as a real assistant to them. First by providing reliable summaries and analysis and now also by autonomously moderating qualitative projects. For us, reliable, professional and comprehensive results are always essential principles when developing new AI features – and there are more to come."

About Bilendi

At a time when the volume, variety and speed of data being transmitted and exchanged are increasing exponentially, **Bilendi** provides an innovative and 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 has operations in France, the United Kingdom, Germany, Italy, Belgium, the Netherlands, Spain, Sweden, Finland, Denmark, Switzerland and Morocco, as well as in Austria and Norway. With the acquisition of respondi in 2021, **Bilendi** has 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.

www.bilendi.com

Contact

Bilendi

Marc Bidou
Tel: +33 1 44 88 60 30
Email: m.bidou@bilendi.com