AI used in QualBoard

QualBoard leverages AI to help moderators probe for insights more efficiently and get a head start on analysis so they can get insights to their clients sooner.

Probe for insights more efficiently

Suggested Follow ups

Suggested follow ups is an in-house developed predictive AI model trained to recommend when a moderator might want to probe for more detail based on the syntax of a respondent's answer, so that the moderator can quickly engage them for deeper insights. You can see this feature in the Responses View. You'll know when a follow up is suggested when there is a star icon to the right of the response. It can be turned on or off in the Filters sidebar.

Smart Replies

Smart Replies are suggested follow ups that a moderator can use in response to a participant's answer to save time when probing or providing encouragement. These only appear on text questions. The AI scans the participant's answer and provides three response ideas. The moderator can either click one of the suggested responses or write a custom one.

Get a head start on analysis

Image AI Tags

In QualBoard, every image a participant uploads will automatically generate Image AI Tags based on what is in the image. The tags will describe people, locations, objects, or an activity that is taking place and allow you to quickly see and sort images by topic or theme. To see the AI Image Tags, click on an image in either the Responses View or in the Media Gallery.

Concept Theme Analysis

Concept Analyses can be generated for projects as long as they have 200 verbatims. The analysis can be customized based on response date, events, questions, participants, or groups. After selecting the verbatims you want to be included in your analysis, all the information gets scanned, and the AI identifies themes that are frequently mentioned. You can select a segment of the concept chart to view each response associated with the items chosen from the analysis. You can also view the sentiment from each response and filter by sentiment. To create and view a Concept Theme Analysis, go to the Analytics tab.