

# Sample Conversation Analysis Results

## Use Case I

A university used our AI chatbot to interview their incoming freshmen to understand their needs + wants. The summary below is automatically extracted from about 200 students' free-text responses collected by our AI chatbot.

As shown below, the summary provides actionable insights for the university in helping their incoming freshmen.

### What would be the biggest challenge you expect to face during you first year?



36%

"Learning how to use my time wisely and balance new friendships with responsibilities."



18%

"i will only know one person going in and as i said before i am very social so it will be weird having to find a whole new group of frineds"



16%

"my biggest challenge i expect to face are the difference of teaching styles from high school to college."

**Actionable Insights:** Publicize and offer seminars or trainings for students to learn better time management, how to make new friends in college, and adapting to college learning.

## Use Case II

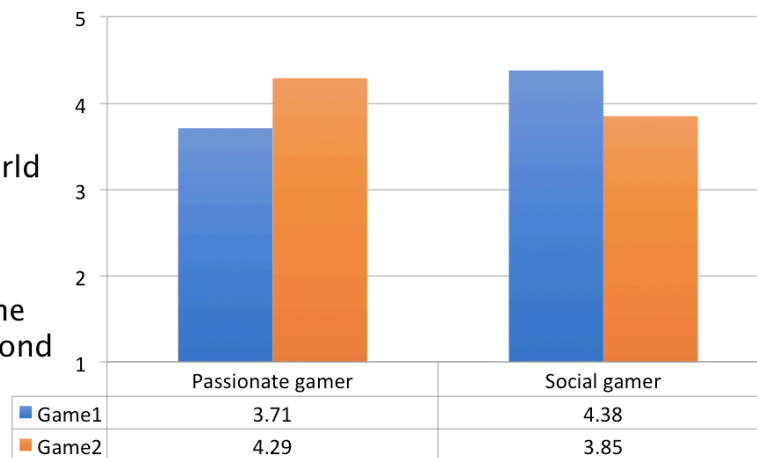
A market research firm used our AI chatbot to interview gamers to gauge their feedback to two newly released game trailers. The summary below is automatically extracted from about 250 gamers' free-text responses collected by our AI chatbot. The summary shows what kind of gamers like which game trailer and where the games look for game information. Here each gamer's Gamer DNA (e.g., passionate gamers vs. social gamers) is automatically inferred based on his/her conversation with our AI chatbot.

As shown below, the summaries provide actionable insights for game companies as where to reach their target audiences and how, respectively, for their game releases.

## How interested are you in purchasing the game you just saw in the trailer?

**Passionate Gamers**  
enjoying the touching stories and unfolding emotions of a game world

**Social Gamers**  
enjoying the social scene of a game world or beyond



## Where do you receive information about new games?

### Passionate Gamers

➔ look for new games via search engine + online forums

**Actionable Insight:** for Game 1, reach out to passionate gamers via search keywords and online forums

### Social Gamers

➔ look for new games recommended by friends + family

**Actionable Insight:** for Game 2, reach out to social gamers on social media