iGeoPoll

GeoPoll Senselytic

Don't just collect answers. Hear the stories behind them. GeoPoll Senselytic brings the richness of real conversation into traditional surveys. It adds an AI-powered qualitative layer to existing quantitative research — capturing unstructured responses from natural dialogue, then automatically transcribing and analyzing them to extract sentiment, themes, patterns, and insights. This combination of quantitative structure and qualitative depth delivers richer, faster, and more actionable understanding — at speed and scale.

CORE STRENGTHS

- **Quant + Qual in One:** Add qualitative richness without running a separate study.
- **AI-Powered Insights:** Automatically process thousands of unstructured responses into themes, sentiment, and quotes.
- **Plug-and-Play:** Works seamlessly with existing GeoPoll survey modes - no redesign or training required.
- **Fast, Scalable Intelligence:** Get results up to 70% faster than manual qualitative coding.
- **Human + Machine Intelligence:** Enumerators focus on authentic conversation while AI ensures speed, accuracy, and consistency.
- **Multi-Language Reach:** Supports hundreds of low-resource languages - built for emerging markets.

KEY BENEFITS

- **More Value per Survey:** Get deeper, more meaningful insights from the same fieldwork without adding new complexity or time.
- **Actionable Intelligence:** Move beyond descriptive data to raw emotions, motivations, and contextual drivers behind responses.
- **Reliable & Consistent:** AI removes coding & human bias and ensures uniform quality across interviews.
- **Cost-Effective:** Achieve qualitative depth and analysis without the expense of running separate studies or adding new resources.
- **Proven Quality:** Same tried-tested-and-trusted GeoPoll research rigor, reach and expertise, enhanced with AI analysis.

USE CASES

- **Program Evaluation and Social Impact -** Understand not just whether a program worked, but why, capturing lived experiences, emotional context, and feedback from communities in their own words.
- **Consumer and Brand Research -** Know the motivations, perceptions, and emotions behind brand affinity, product choice, or campaign performance, at scale and across markets.
- **Media and Communication Studies -** Explore audience sentiment and recall beyond metrics - understand how messages are received, interpreted, and discussed.
- **Development and Humanitarian Research -** Capture authentic voices and contextual insights from low-literacy or hard-to-reach populations through spoken or open-ended responses.
- **Tracking and Monitoring Studies -** Detect shifts in sentiment, language, and thematic trends over time or across geographies, complementing traditional tracking metrics with real human narratives.

HOW IT WORKS

Extended Survey Design

Open-ended, qualitative questions and prompts are integrated directly into existing surveys. Simply add them alongside standard questions - no redesign, reprogramming, or new workflow required.

Natural Conversation Flow

Respondents share more freely when given space to speak or elaborate, with natural probing of answers. The GeoPoll platform records and stores these unstructured responses automatically, ensuring nothing is lost or paraphrased.

Intelligent AI Analysis

The GeoPoll Speech Analytics AI Engine models transcribe the unstructuredconversations, detect sentiment, extract key themes, and identify recurring ideas or emotions - even in low-resource languages, and codes them.

Insights Delivery

The quantitative and qualitative results are presented side by side, or as separate outputs, as required. Clients receive structured reports, visual dashboards, and narrative summaries that integrate themes, sentiment scores, and highlight quotes and stories. This unified view connects numbers with meaning, helping teams move quickly from findings to informed decisions.

CASE STUDIES

International Development Program – Food Security in Latin America

An international development organization used Senselytic to enhance a large-scale survey on household food security and resilience across multiple Latin American countries. Enumerators incorporated short, open-ended prompts into existing CATI interviews, allowing respondents to describe their coping strategies, challenges, and perceptions of aid distribution in their own words.

Senselytic's AI models transcribed and analyzed thousands of these unstructured voice responses in near real time, identifying recurring themes such as local adaptation mechanisms, trust in community networks, and shifting dietary behaviors. These insights were combined with quantitative indicators, to provide the organization client a more holistic understanding of food insecurity - showing not just how many households were affected, but why and how they were coping. These findings informed the next phase of program design and messaging, improving the alignment between aid distribution and community needs from a point of raw human stories.

Consumer Perception Study in East Africa

A global consulting firm conducting a regional brand perception study in East Africa used Senselytic to deepen understanding of consumer attitudes across key markets. During standard phone interviews, open-ended probes were added after key questions on brand trust, affordability, and product relevance. Respondents spoke freely, offering nuanced reflections that would typically be lost in traditional coding.

Senselytic automatically transcribed and analyzed these conversations across thousands of respondents, clustering recurring sentiments around aspiration, authenticity, accessibility, and pricing. This allowed the research team to uncover emotional drivers behind brand preference and identify subtle regional variations in perception. The resulting insights provided the client with actionable direction for refining its communication strategy and improving brand resonance — all without increasing survey time or cost.

Kenya | Cambodia | Democratic Republic of Congo (DRC) | Dominican Republic
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