boltchat AI

Bahlsen

Product Innovation Research
With AI-Moderated Qual at Scale

Sara Green – Bahlsen, Global Head of Insight
Hakan Yurdakul – Bolt Insight, CEO

We blend AI with human expertise to bring a more personal approach to research, **engaging in real conversations** that we believe reveal richer insights. This enables us to understand people's behaviour, tell their stories and **uncover the 'why' behind the 'what'.**

Conversation
reveals the true depth of human behaviour.

ESOMAR member

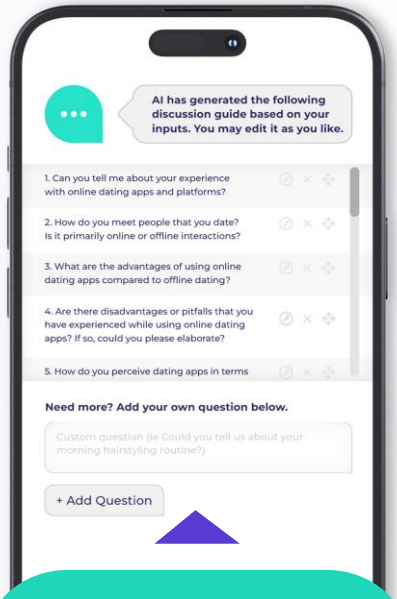
MRS™ Operations Awards 2024 Finalist Best Online Qual

The Most Trusted AI-Powered Qual at Scale Platform

5,000,000+ consumers interviewed

boltchatAI

AI-Moderated **QUAL at SCALE**



STEP 01

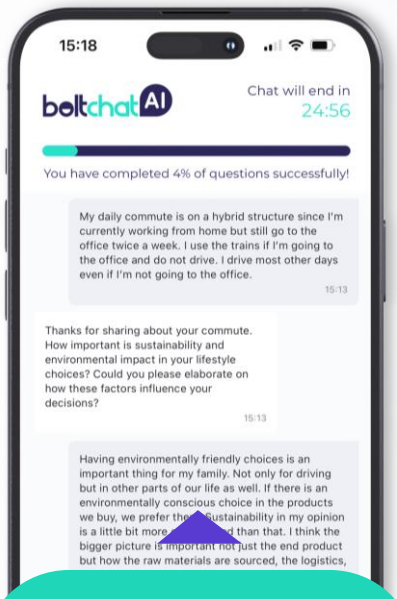
Discussion Guide

Our AI Moderator rapidly generates interview questions based on your research objectives

STEP 02

Participant Recruitment

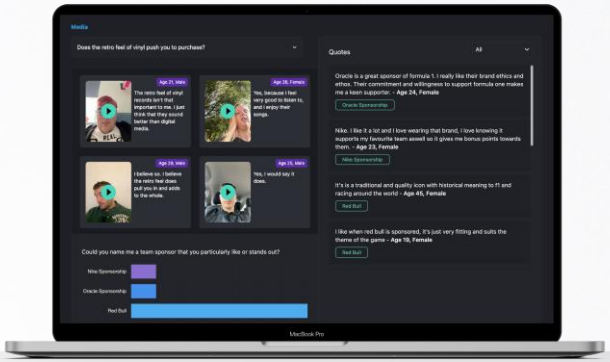
BoltChatAI handles all participant recruitment and screening, using our global panel partners



STEP 03

Interview

Our AI Moderator conducts one-on-one interviews with up to 100 participants per project, in multiple countries and local languages

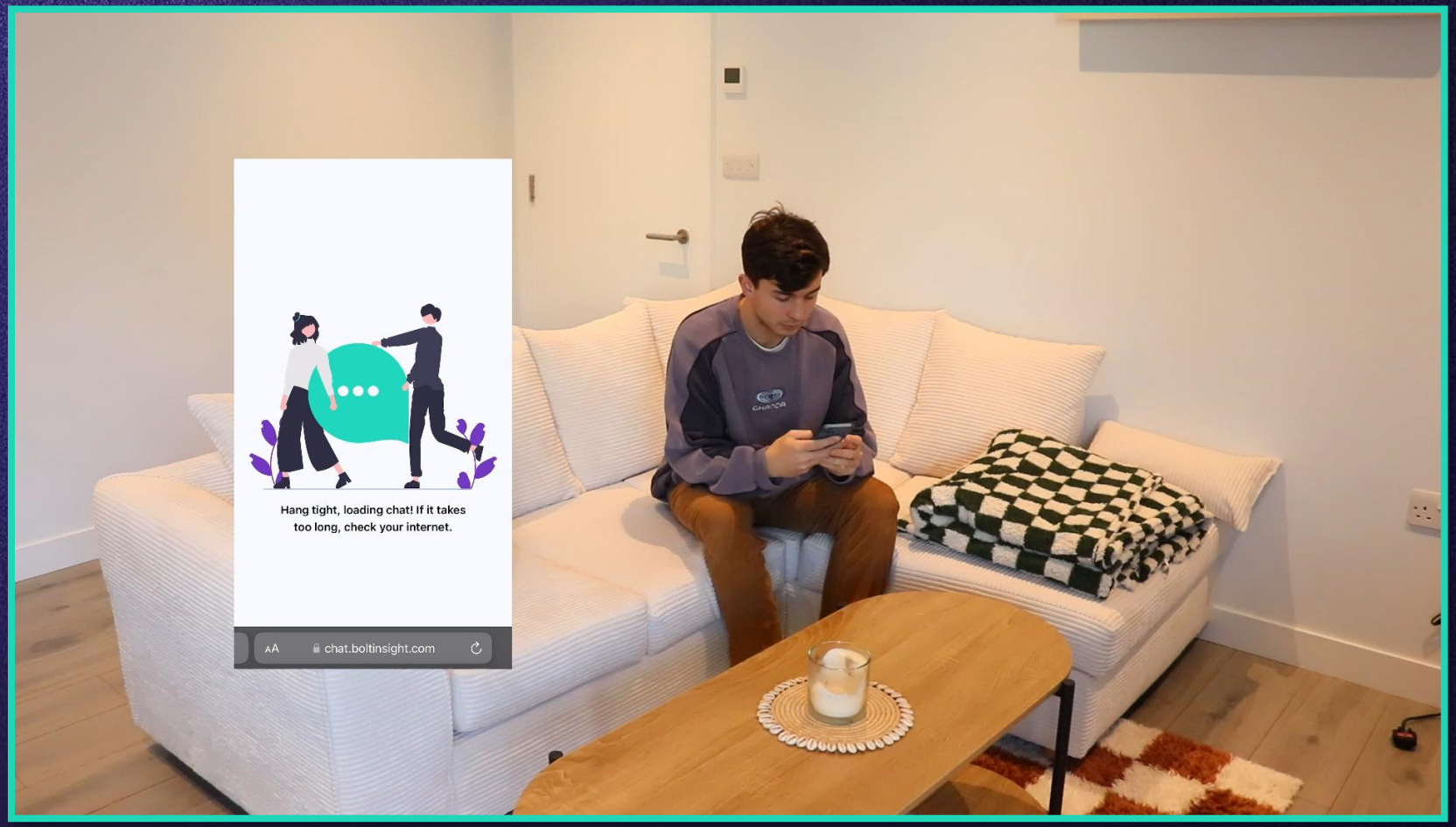


STEP 04

Report

BoltChatAI then analyses and generates your bespoke report in less than 24 hours

Respondent Experience using AI Text mode



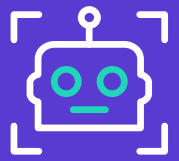
Features

Stimulus Upload

Evaluate visuals
or videos

Chat with AI Report

Add interactive report results to your PPT



Bot Detection

Our systems spot and remove research fraud

Meta-Analysis

Compare projects quickly across groups and regions

Request Imagery

Consumers share their photos or videos

Global Markets

Chats are in native languages and translated to English in 45+ countries.

Topic Analysis

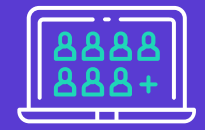
Cluster unstructured responses into topics with related verbatim

Smart Probing

Identify key areas for deeper insights

Audio, video or text response

Inclusive platform for text or voice engagement



Consumer Personas

Auto-segment respondents into personas.

What Makes Our AI Moderator Different?

Trained Moderation

BoltChatAI was initially launched as a human to human consumer connection tool. We have conducted 100's of interviews to train AI on most professional moderation techniques.

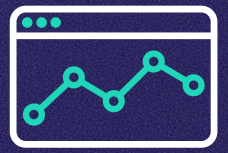
Dual Agent Moderation

We use AI Referee to monitor AI Moderator to evaluate responses in real time and identify deviations and blind spots for better insights without halucinations.

Creative Probing

Our AI moderator senses emotions or strong opinions are decides to probe deeper. It is trained to use projective questions to unlock deeper insights

Human + AI



We have expert qualitative researchers that review briefs and reports for further insights.

Advanced AI-Moderation

vs

Simple AI-Collection

Use Cases

Early-Stage Creative/ Advertising Testing

Explore and refine new concepts before production.

Idea & Concept Investigation

Develop your ideas by engaging with relevant consumer groups.

Market Exploration

Explore market potential before making investment decisions.

Growth Space Exploration

Identify new trends and market opportunities for business expansion.

Enrichment of Quantitative Data

Add qualitative insights to quantitative data for a clear view of consumer behaviors.

Trade Story Enhancement

Enrich presentations with insights to better convey value to retailers and stakeholders.

Human Insight & Quote Collection

Gather authentic consumer feedback to humanize brand storytelling and marketing.

Sentiment Analysis

Understand the why behind what in social listening and consumer voice.

boltchatAI

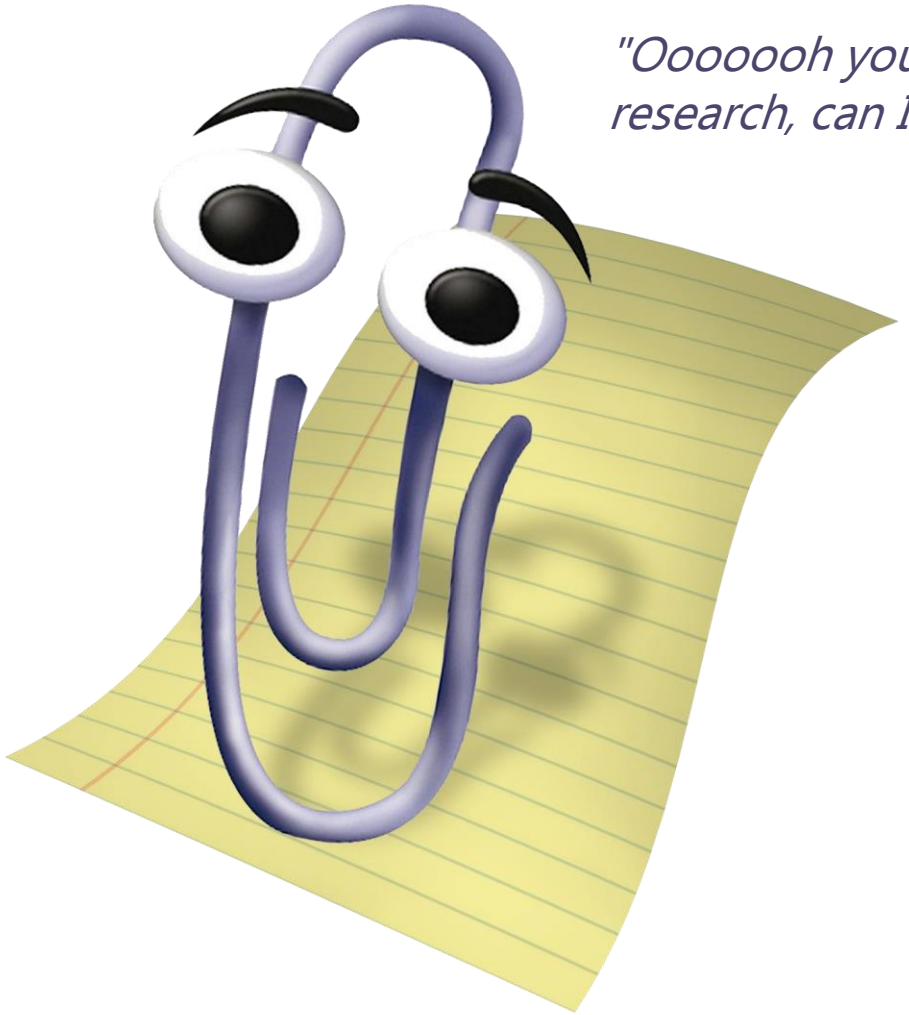
The Secret Life of Cravings

What Bahlsen and BoltChatAI revealed through AI-moderated conversations

boltchat AI

Bahlsen

My initial thoughts when presented with the concept of 'AI Research'……..



"Oooooooh you're doing some research, can I help?!"

Bahlsen

beltchat AI

Reactions to the concept of AI Research

"Ah yes, I already use Chat GPT to get to answers more quickly"

"I think you can only get true insight if you speak to real consumers"

"It might be useful for Quant, but you need to speak with people face to face really"

"I might use it, if I don't have any budget to run 'proper research'"

"It's good for 'quick & dirty' stuff"

"It may be useful for making low consequence decisions"

Bahlsen

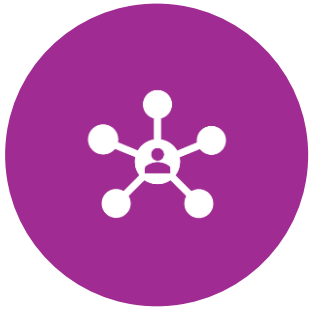
beltchat AI

Why Bahlsen signed up, initially

AGILE RESPONSE TO INTERNAL QUERIES / RETAILER QUESTIONS

COST EFFECTIVE WAY OF GETTING ADDITIONAL INSIGHT

TO SUPPORT INNOVATION SPRINTS



AS A LEARNING TOOL (DEMOCRATISING ACCESS TO CONSUMERS)

Subscription based platforms are a great way to ringfence budget

Bahlsen

beltchatAI

"AI Won't Replace Humans – But Humans With AI Will Replace Humans Without AI"

"The first step business leaders must take is to experiment, create sandboxes, run internal bootcamps, and develop AI use cases not just for technology workers, but for all employees"

Karim Lakhani – Harvard Business School

Bahlsen

beltchat AI

CRAVINGS

You may now open the envelope under your chair.....

Bahlsen

beltchat AI

Cravings start in the brain... they are a vivid and deeply-felt 'ritual'

"It starts in my brain... then my mouth starts watering... I imagine the taste until I finally give in."

An initial 'niggle' in the mind → Imagery of adverts, smells, visuals of snack being eaten

Salivation, stomach rumbling, increased heart rate → There is a clear URGENCY to get that food/snack

It takes over thought-process, completely overtaking any rational decision-making

Increased stress or isolation combined with easy accessibility of snacks makes it irresistible! Modern snacking behaviour is deeply intertwined with emotional self-regulation and social context

"Well, that's obvious.... isn't it?"

Bahlsen

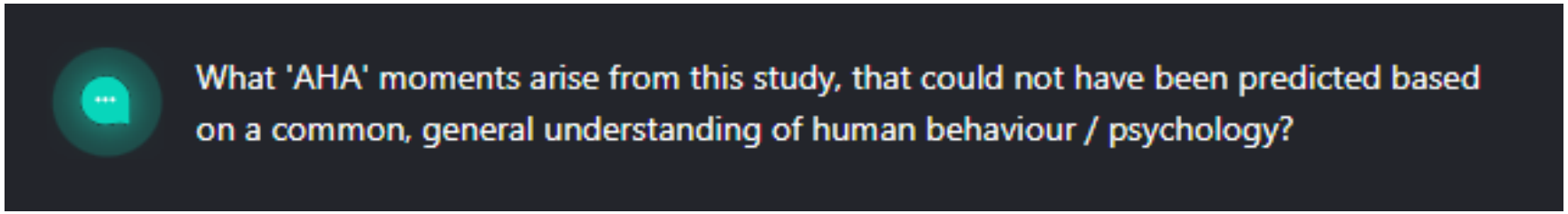
beltchat AI

AI allows us to delve much deeper..... if we ask the right questions!

Bahlsen

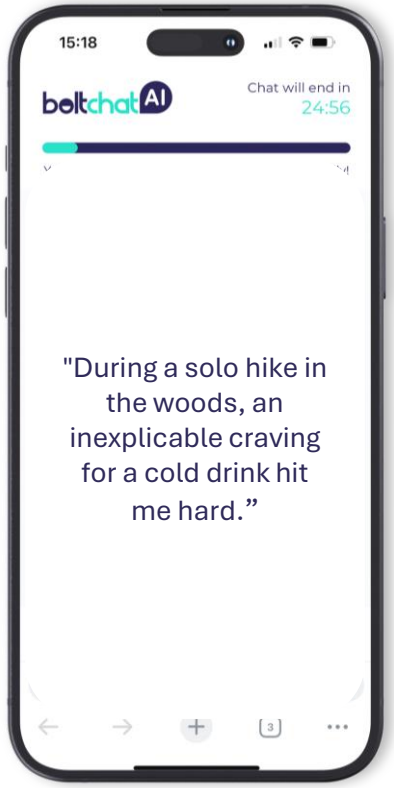
beltchat AI

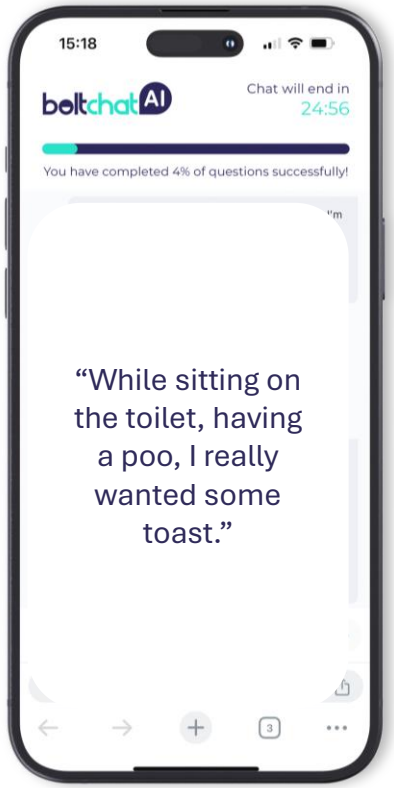
AI allows us to delve much deeper..... if we ask the right questions!



Context matters more than "Want vs. Need"	Cultural & autobiographical memory integration	Unusual, unpredicted triggers & timings
The pleasure and guilt associated with snacking are **not inherent properties of the food alone** but are also determined by the environment, social context, and the personal narrative	Many responses revealed that the specific flavors and textures of **snacks evoke deep autobiographical memories**—childhood treats, family celebrations, or even stressful times	Participants described **very specific & sometimes unexpected contexts for their cravings**—from craving a snack in the middle of the night to having a specific craving in unexpected settings
The "rules" of normal eating & craving evolve according to environment	**Cravings are not only about biological drives but are also deeply interwoven with one's personal history & cultural background**	**There is a spontaneous and sometimes bizarre quality to some cravings that appears to be linked to emotional states & external triggers.**

We experience cravings at the most inopportune times! AI-Moderation helped reveal these with surprising alacrity





Bahlsen

beltchat AI

Craving Personas – Brought to Life by Bolt AI

On-The-Go Achiever

Typically found among younger, busy professionals – often men in the 21–35 age group, though similar traits appear in some women. • They live a fast-paced, “always on” lifestyle. Snacks are not their main meal but a quick boost mid-day or between meetings. • Their choices are driven by convenience and energy requirements

“I need a quick energy fix to get me through the busy workday.”

Emotional Comfort Seeker

Commonly emerging among younger to mid–aged women (often 21–35, but also seen among both genders in some responses). • This persona uses snacking as a form of “emotional self-care.” When stress, loneliness, or emotional upheaval occur, they see a snack as an immediate “pick-me-up.”

“When I’m feeling really lonely or stressed, that chocolate treat is my cuddle in a wrapper.”

Social Snack Connector

This persona is less about solitary emotional eating and more about linking snacking with social enjoyment. • Often seen in both genders and common among mid–age professionals (30–50). These individuals use snacks as a way to bond with colleagues, friends, or family. • They report that sharing treats at gatherings creates positive social experiences

“Snacks bring us together. I love having dessert with my family.”

Health-Conscious Minimalist

Often emerging in older adults—many in the 40–55 age bracket and particularly common among women who have experienced significant weight loss or health scares. • They see snacking as a necessary evil. They’re disciplined dieters who often view cravings as an enemy that must be subjugated.

“Snacking is my enemy—I only buy single portions so I don’t lose control.”

Keeping your finger on the pulse!

Younger consumers (<30) are turning snacking into an artform with their inventiveness

I once ***dipped pickles in peanut butter, and it was a game changer***

Crunching on ***cheesy licorice is my secret guilty pleasure***

Nothing beats a midnight snack of ***spaghetti ice cream, it's bizarre but funny***

Eating ***pickled hot dogs with a side of banana chips is my kind of art***

I mix ***cereal with salsa to spice up my mornings***, and honestly, it cracks me up

Who knew that ***dipping fries in hot chocolate*** could be a riot?

My go-to snack is ***chocolate-covered pickles, ridiculous yet addictive***

...Interactive snacking, where experiences and unique flavors are shared, is gaining popularity and brands need to be part of this movement!

"Our weird snack parties are legendary, like crouton ice pops at midnight"
"Tasting new, viral snacks became part of my weekly routine."

boltchat AI

Why we stay

An efficient, high quality platform, that does exactly what it says on the tin

Extensive support from a team that "gets it"

Useful and credible addition to our Insight toolkit

Bahlsen

beltchat AI

Imagine you could run 100 in-depth interviews overnight, wake up, and your report is already written?

That’s not the future—it’s lunch tomorrow

Bahlsen

beltchat AI

boltchat AI

Bahlsen

sara.green@bahlsen.com

hakan.yurdakul@boltinsight.com