



How Qual-at-Scale Unlocks New Research Opportunities at BCG

Today's Speakers



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Co-Founder
& CEO



Kelly Kutas

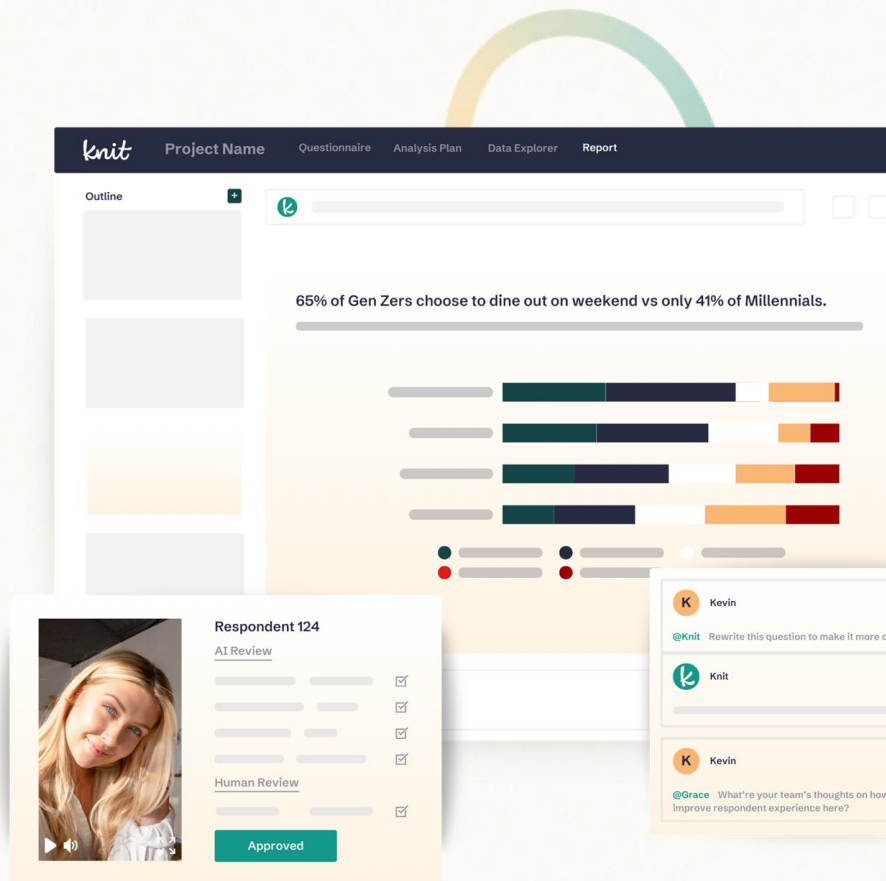
Director, BCG's Center
for Customer Insight (CCI)



A bit about Knit

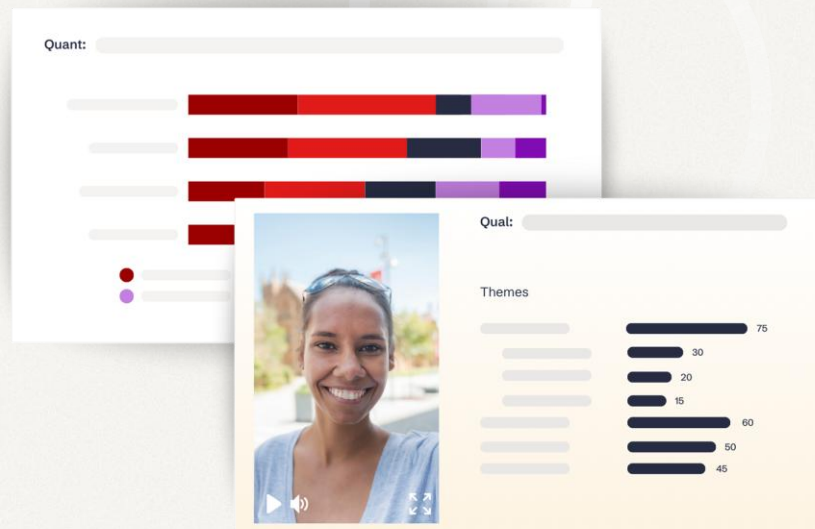
Knit helps researchers run agency-quality **quant + qual research** at DIY costs & speed, by taking the most time-intensive research tasks off their plate through **Researcher-Driven AI**.

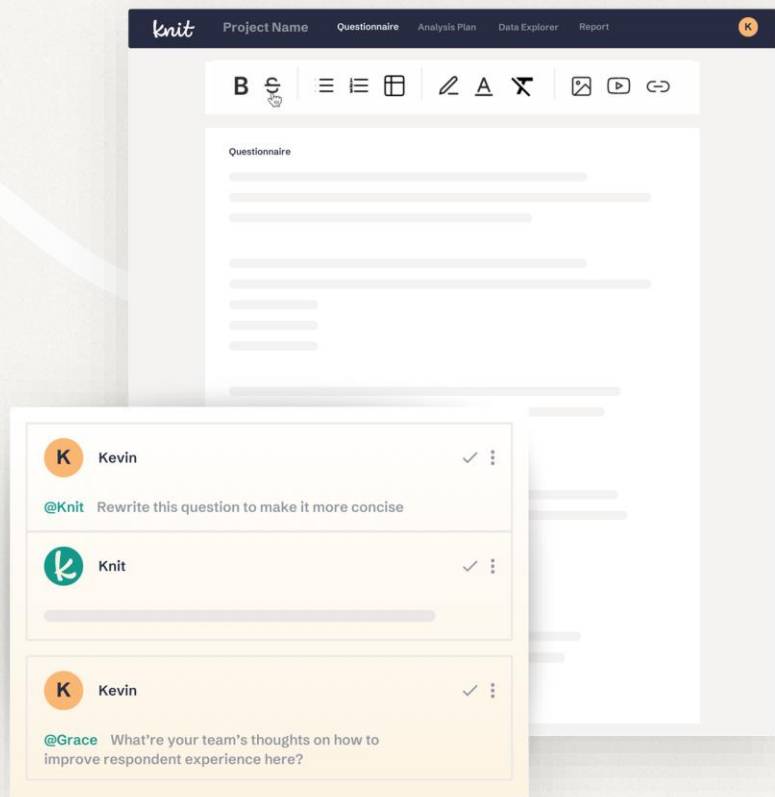
Trusted by 100+ Brands



Quant & Qual in a single study

Access the hard numbers through quant for the **“what.”** Gain deep context through qual for the **“why”**.
In a single study.



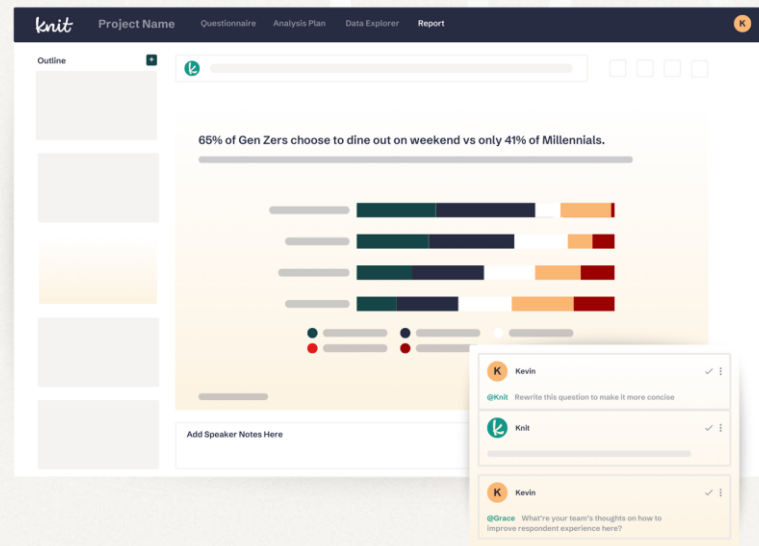


Time-Intensive work, Automated with AI

Let Knit draft your questionnaire,
identify key themes, or format
your report, so you can **spend
your time on what matters most.**

Topline Report within 24 hours

Run **2-3x more research**. Knit gets you from research objectives to a topline report fast with key takeaways, recommendations, visualizations, showreels and more.





Dedicated Researcher at every step

To ensure you're 100% pleased with your final output, your own **Dedicated Knit Researcher** – who understands your organization and research objectives – polishes every output, at every stage, before it lands in your inbox.

The BCG logo is rendered in a bold, white, sans-serif typeface. The letters are closely spaced, with the 'B' and 'C' sharing a vertical stroke and the 'C' and 'G' sharing a vertical stroke. The background consists of several overlapping, wavy, organic shapes in various shades of green, creating a layered, paper-like effect with soft shadows and highlights.

BCG

Center for Customer Insight

The challenges of Qual-at-Scale



Sourcing high-quality
participants



Analyzing large sets
of unstructured data



Storytelling

knit

10M+ consumer panel (ages 5-65+)



AI-powered data analysis



Video showreels



Top use cases for Qual-at-Scale

For BCG's Center for Customer Insight



Pre-study

Ensuring surveys are focused and relevant.



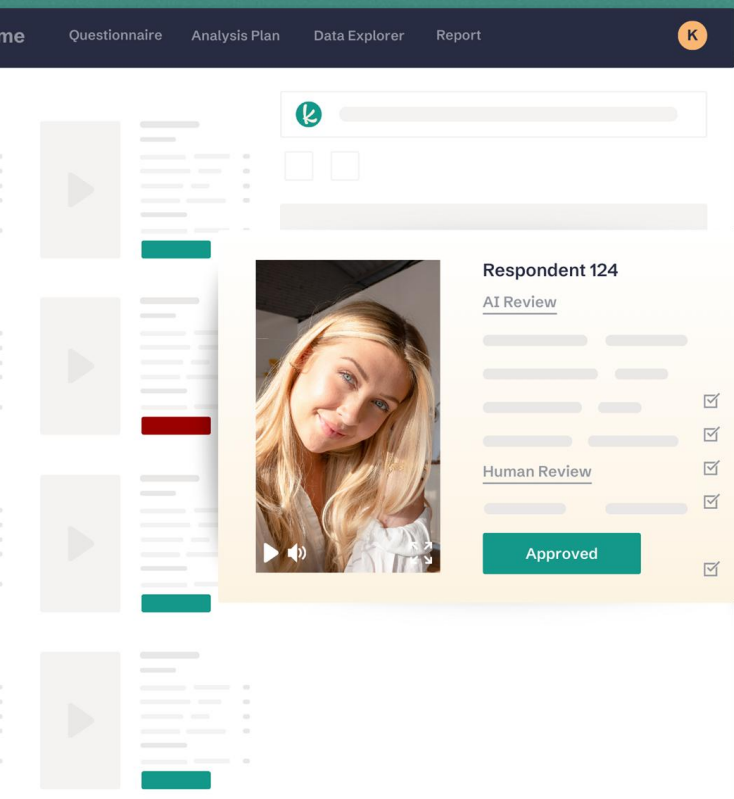
Context building

Bringing insights to life for stakeholders through video showreels.



Budget and time constraints

Optimizing insight quality while meeting tight turnaround times within budget.



Pre-study

knit | BCG

Context building

knit | BCG

The screenshot displays the Knit BCG project dashboard. The top navigation bar includes the 'knit' logo, 'Project Name', and links to 'Questionnaire', 'Analysis Plan', 'Data Explorer', and 'Report'. The main content area is divided into three sections:

- Quant:** A horizontal bar chart with four bars, each composed of segments in red, black, and purple. Below the bars are three small colored circles (red, purple, black) and their corresponding legend labels.
- Qual:** A video player showing a smiling woman with sunglasses on her head. The video player includes a play button and a volume icon.
- Summary:** A sidebar on the right containing a 'Summary' tab, a 'Filters' section, a 'Showreel' dropdown, and a 'Themes' section. The 'Themes' section displays a list of themes with associated numerical values: 75, 30, 20, 15, 60, 50, and 45.

The 'Verbatims & Videos' section at the bottom right shows two video thumbnails with their respective titles and descriptions.



Accommodating budget and time constraints

knit | BCG

Partner with Knit

Want a deeper Knit demo? Just have a question? Reach out to the Knit team anytime!

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