



# How T-Mobile Optimizes Storytelling in the Age of AI

## Today's Speakers



**Aneesh Dhawan**

Co-Founder  
& CEO



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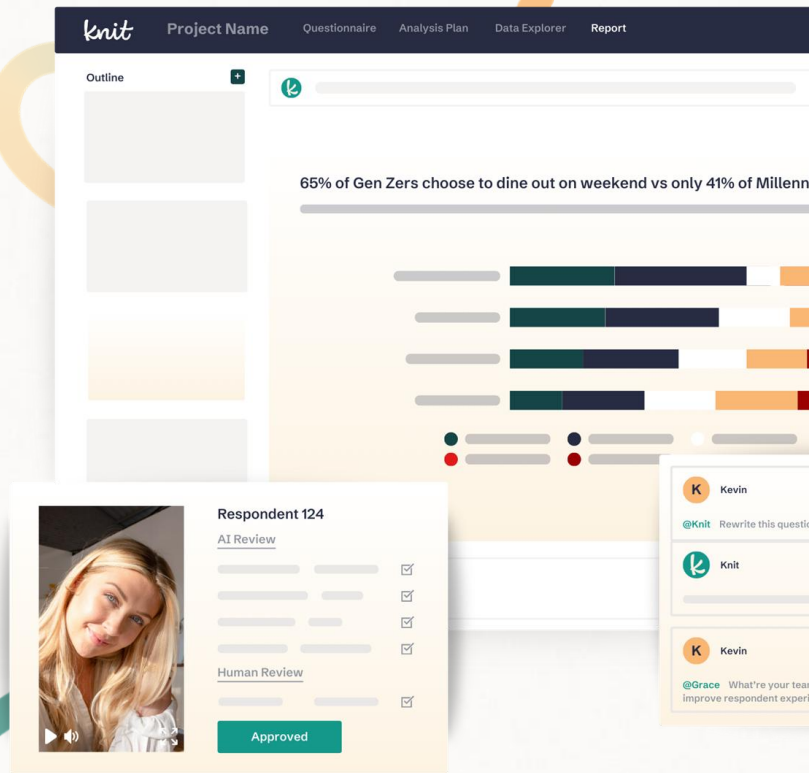




THE RESEARCHER-DRIVEN AI PLATFORM

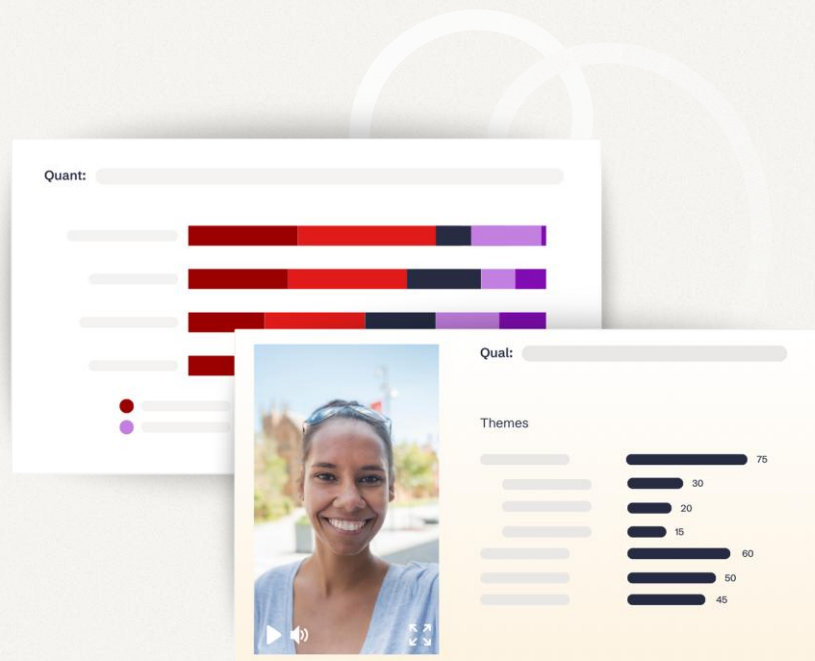
## The simplest way to get from survey → story in a week or less

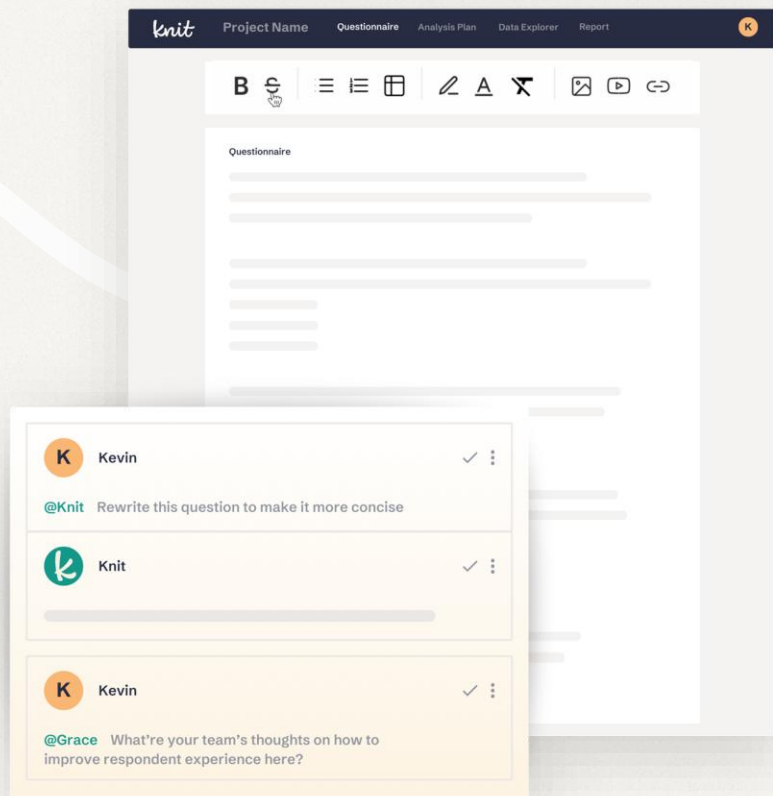
AI-powered. Human refined. Get quant + qual in a single survey, AI-powered survey creation, analysis, and reporting, and expert researchers guiding the entire process for a full picture of your consumer.



# 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.



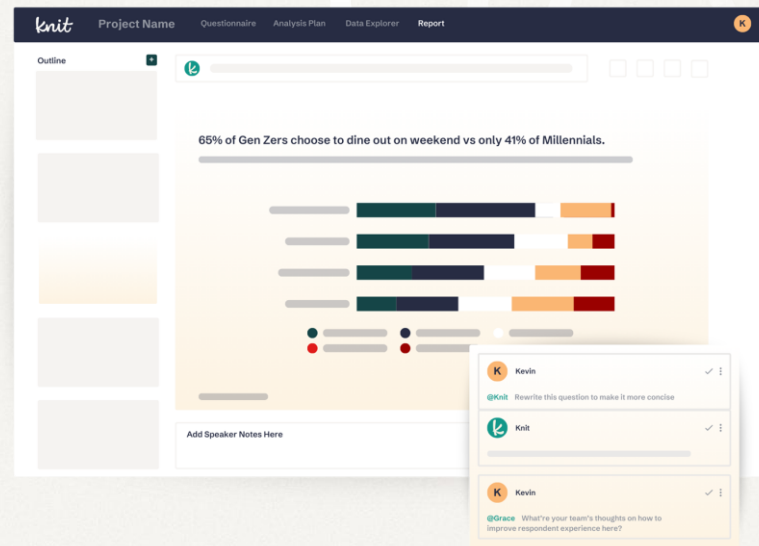


# Time-intensive work, automated with AI

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 48 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

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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.



**T Mobile®**



# Storytelling best practices



Rooted in a Consumer  
Truth / Pain Point



Convey the Steps of  
the Learning



Bring the Voice of the  
Consumer to Life

# How T-Mobile uses AI to tell more compelling stories



High-quality data



Rapid synthesis



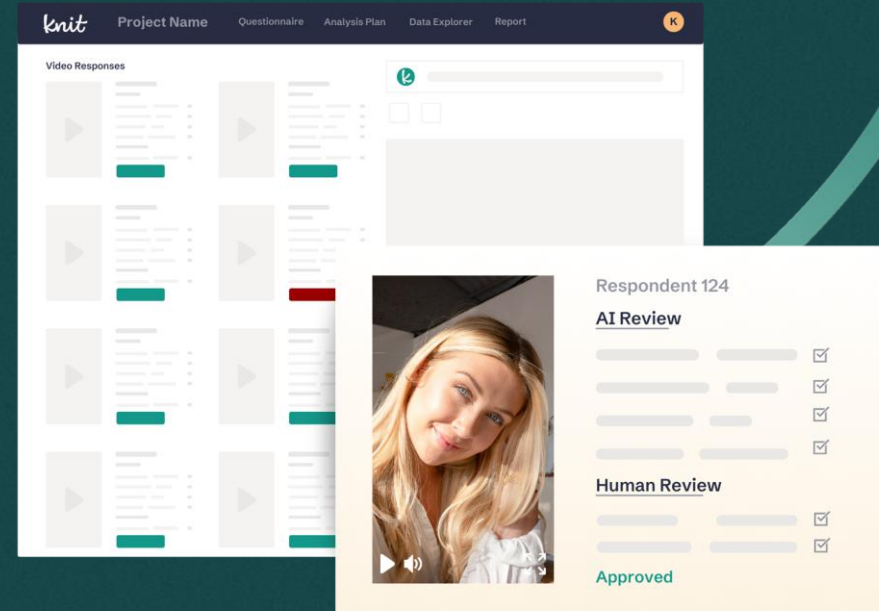
Relevant & engaging  
VoC videos

# High Quality Data

AI-powered qualitative video review ✓

AI contextual analysis ✓

Human quality review ✓



# Rapid Synthesis

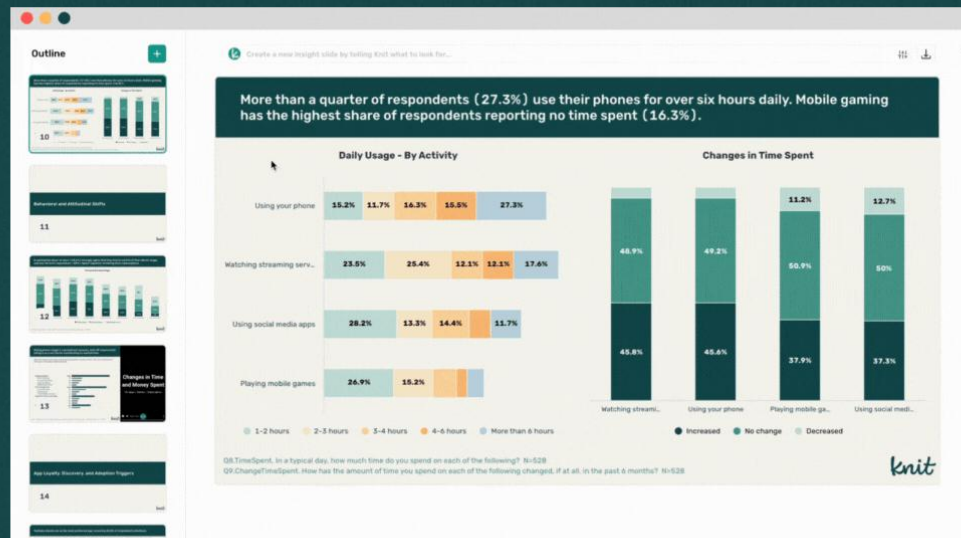
Theme Generation



Key Findings



Ask Knit



# Rapid Synthesis

Theme Generation



Key Findings



Ask Knit



The screenshot displays the Knit application interface. On the left, an 'Outline' panel lists several slides. The main content area shows a slide titled 'Key Takeaways (2/2)' with a dark green header. Below the header, the slide content is as follows:

**Subscription cancellations emerge as a leading cost-control strategy**

- Cancelling app subscriptions or plans is a prevalent tactic among users, with **33.9%** citing it as their primary method for managing digital expenses.
- Hulu and Netflix stand out as the most frequently adjusted streaming platforms, with **51** and **45** user-reported changes, respectively. Among all subscription modifications, outright cancellations are the most common, noted in **49** instances.

**Time and money pressures drive app reassessment and cancellations**

- Concerns over excessive phone usage are widespread, with **49 respondents** identifying it as a major source of wasted time – primarily spent on social media and streaming platforms. Notably, **29 users** expressed an active desire to reduce time on these apps, signaling growing self-awareness around digital overconsumption.
- On the financial front, cost-related factors are a dominant reason behind subscription cancellations. Streaming platforms such as Peacock, Hulu, Amazon Prime Video, Paramount+, and Apple TV+ are especially impacted. Unnecessary spending was specifically cited by **26 respondents** as a key motivator for discontinuing services.

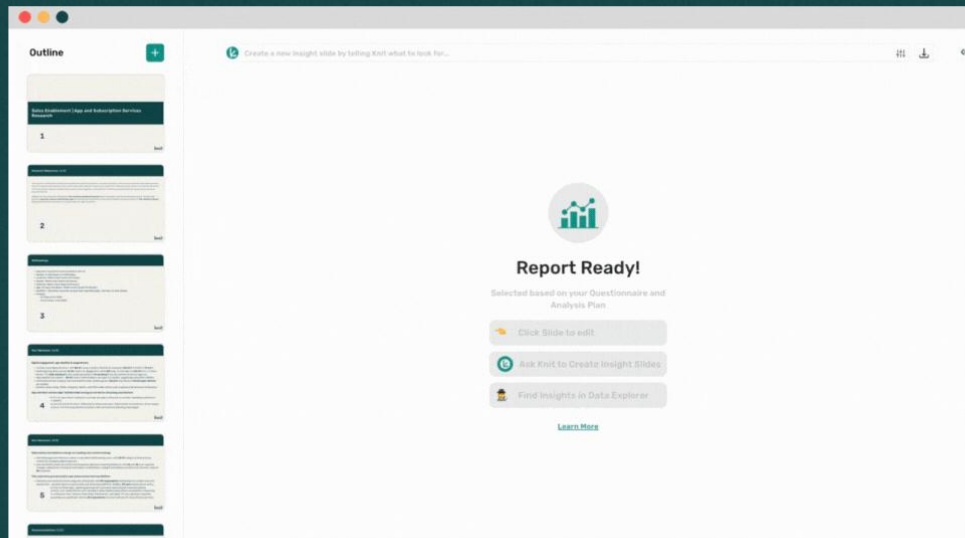
The Knit logo is visible in the bottom right corner of the slide content area.

# Rapid Synthesis

Theme Generation ✓

Key Findings ✓

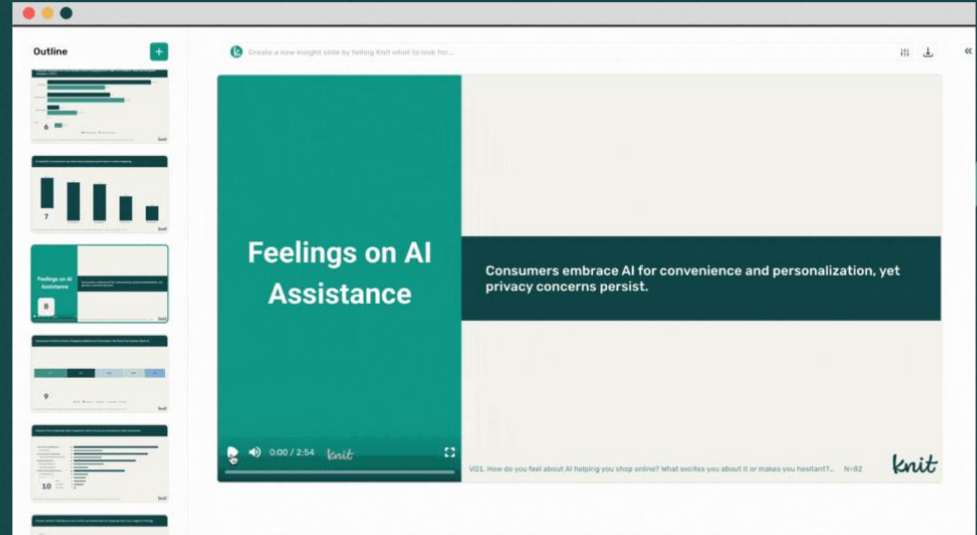
Ask Knit ✓



# Relevant & Engaging VoC Videos



Unlock **qual-at-scale** through capturing authentic, in-the-moment perspectives through self-recorded video responses, turning VOC feedback into rich, scalable qual insight within hours.





# Partner with Knit

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

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