

Would an accountant ever tell AI this?



How Microsoft Uses AI-Moderation for B2B and Consumer Research

What works, what doesn't and what surprised us.

Microsoft & Listen Labs



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Listen: an end-to-end research platform



Brainstorm questions
Our AI helps you go from idea to implemented discussion guide in seconds.

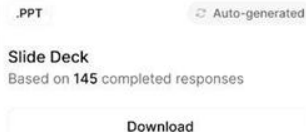


Recruit participants
Listen finds and qualifies the right participants in our global network of 1M+ people.



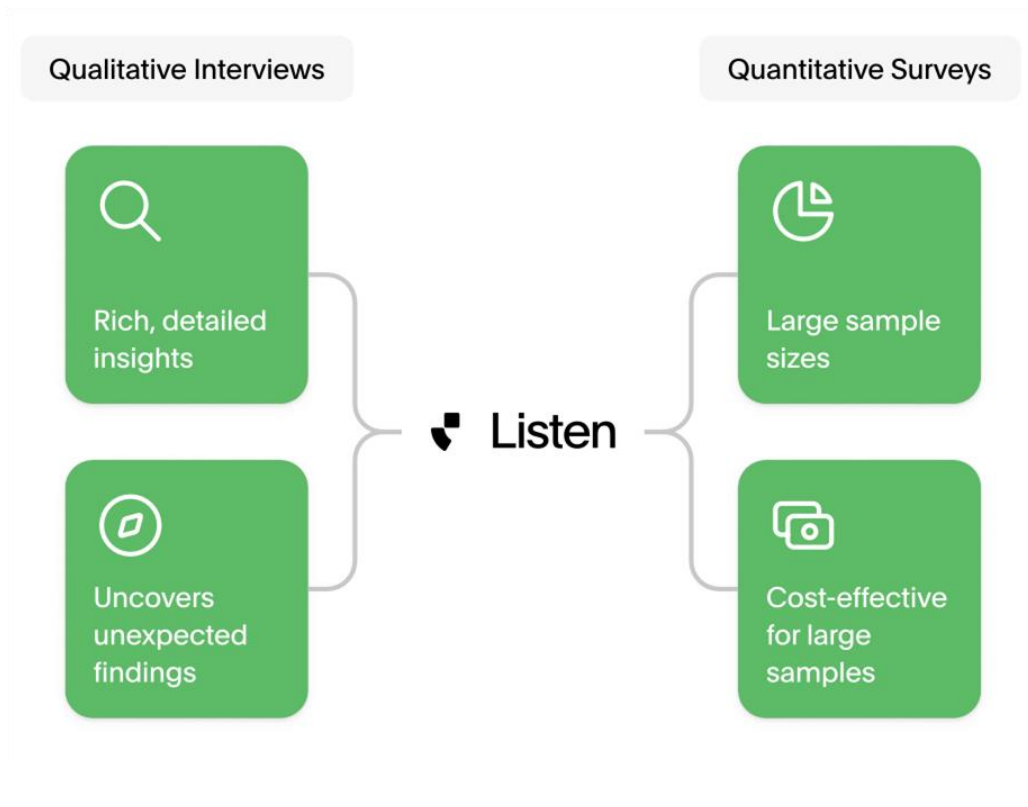
Moderate interview
Listen has a video conversation with the participant, asks follow up questions and understands the full context.

Presentations
View link and configure response limit



Create deliverables
Listen packages the findings in a digestible report direct in PowerPoint including video highlight reels.

The best of both worlds



Expensive to scale



Rich, detailed insights



Uncovers unexpected findings

 Listen



Large sample sizes



Cost-effective for large samples



No follow-up questions



Risk of fatigue



Low quality responses

"Everybody wants
insights of
tomorrow, today"



Traditional market research...



Time-intensive

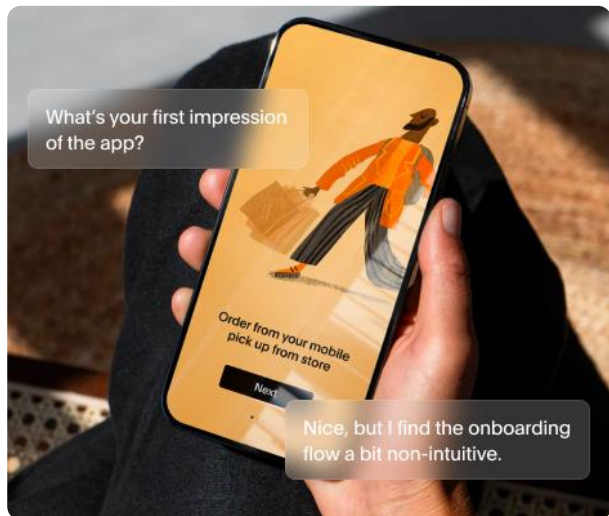


Expensive



Limited scope

Evaluating the feasibility of AI-moderated interviews



Do participants like the experience?

Do the results align with interviews conducted by humans?

Where can AI-moderation be applied?

AI-moderated IDIs: a viable approach with caveats

Interviews were highlight engaging
Asynchronous format allowed for additional reflection
Encouraged a non-judgemental atmosphere

Findings were largely consistent
Greater price sensitivity in AI interviews
Need more experiments to validate findings

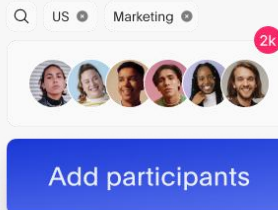
Use this approach when...
You require quantitative data with contextual information
There is a need to be more agile
When your topic is not completely explorative



Overall impact



9/10 love talking to AI



Listen's real-world insights power decisions across Microsoft



Purchase Journey

Track real customer journeys through deep-dive AI interviews.



Brand Perception

Understand exactly how customers feel about your brand through conversational AI.



Pricing Research

Rapidly test pricing and packaging concepts to discover what resonates most.



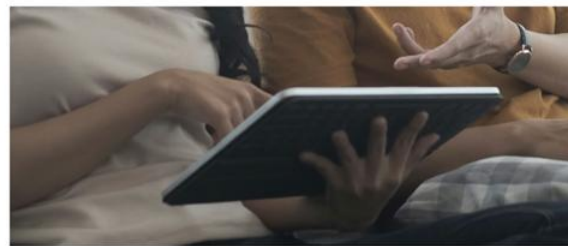
Churn Interviews

Automatically uncover why customers leave—at scale and in-depth.



Creative Testing

Quickly test messaging and visuals for maximum emotional impact.



Jobs to be Done

Uncover the core jobs driving product adoption and customer behavior.



Listen

Case Study

Qualitative and quantitative creative testing of Copilot ads

From weeks to hours

300 IDs full of clear, emotional feedback, each 25 minutes long, in <24 hours

Actionable Insights

Customers communicated appreciation for the convenience, practicality and accessibility of Copilot

Better Decisions

Listen's insights helped Microsoft quickly identify the most effective ad (Ad F) and how to improve it





Case Study

Brand insights from commercial IT decision makers

Reduced time from 4-6 weeks to just 40 hours

Commercial business decision-makers were open
to sharing insightful, actionable feedback

Listen helped Microsoft understand the role and
ecosystem of PC brands



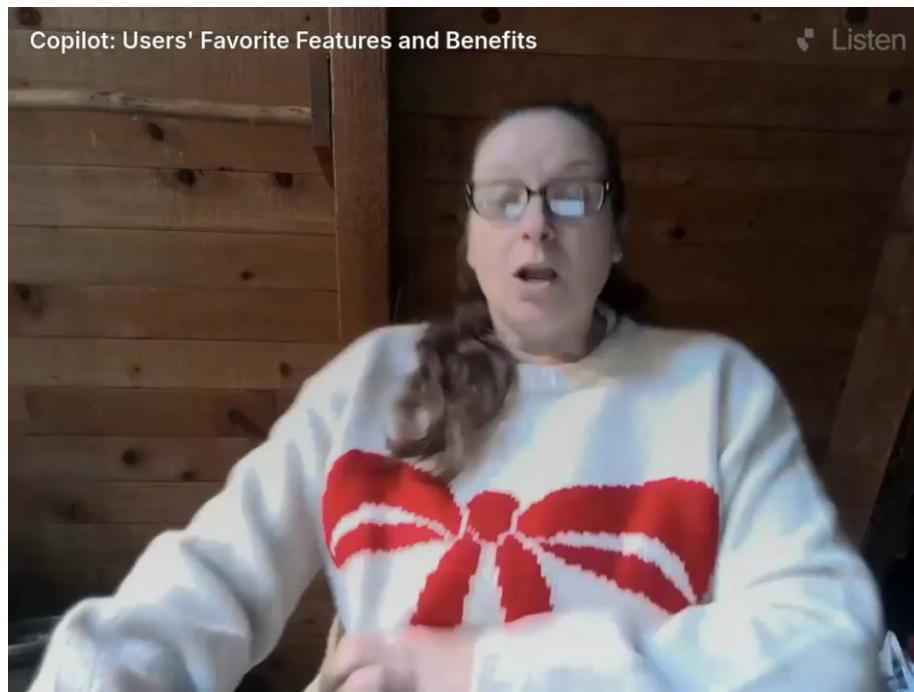
200 enterprise IT interviews in <1 week

Copilot Global Storytelling Project

Microsoft interviewed hundreds of customers for its 50th anniversary

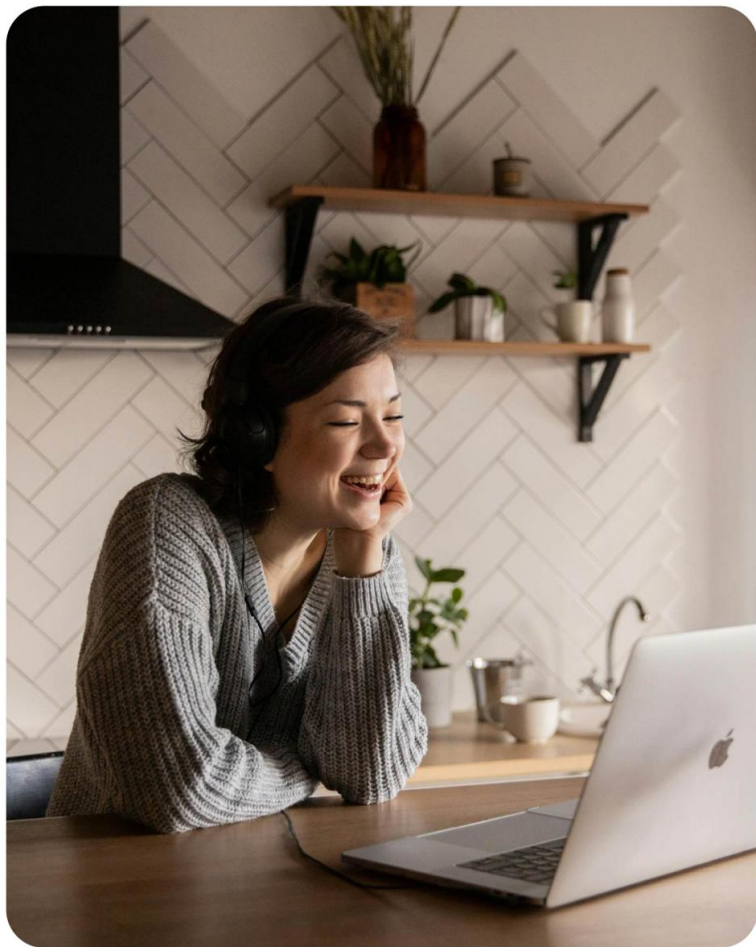


100+ global videos in <24 hours



Listen helps Microsoft turn insights into ROI

Scale Best of qual & quant	→	100 user interviews conducted in 1 day
Speed More insights, earlier	→	<24hr testing time, reduced from weeks
Cost Reduce barriers	→	33% cost of traditional research methods



Factors to consider when utilizing AI-moderated interviews

Benefits

Structured data with qualitative nuance

Rapid insights for the business

Increased scale while lowering costs

Pitfalls

AI can miss nuance: sarcasm, tone, culture

Some stimuli is too complex or contextual

Considerations

Best for mixed questions, not full exploration

Expect system 2 responses

Possibly more honest responses to sensitive questions

Live Demo. See Listen in action.

The screenshot displays the Listen Labs interface for a 'Product Market Fit Assessment'. The interface is divided into three main sections: a left sidebar, a central workspace, and a right sidebar.

Left Sidebar: Contains icons for adding new items (+), a chat bubble, and a scissors icon for copying.

Central Workspace:

- Product Market Fit Assessment** (Title)
- Create** (Button)
- Share** (Button)
- Responses** (Button)
- Analysis** (Button)

Main Content:

- I've created a basic product-market fit study guide with three main sections: Current Situation, Product Experience, and Unmet Needs. To make this more effective, I'd like to know:**
 - What specific product or product category are we investigating? This would help make the questions more targeted.
 - Are there any particular features or aspects of your product that you'd like to explore in more detail?
 - Would you like to include any specific competitor comparisons in the study?
- Include concept tests and follow up questions** (Toggle)
- Listen** (Section Header)
 - Study guide updated** (Status)
 - I've enhanced the study guide by:
 - Adding a concept testing section with 3 product concepts
 - Including both quantitative rating questions and qualitative follow-ups for each concept
 - Strengthening the follow-up instructions for key questions
 - To further improve the guide:
 - Would you like to customize the product concepts with specific features or positioning statements?
 - Should we add any price point evaluation questions for the concepts?
 - Would you like to include any specific competitor products in the concept comparison?

Right Sidebar:

- Product Market Fit Assessment** (Title)
- 9-10 min** (Duration)
- Audio** (Icon)
- LANGUAGES**
 - English, German, Swedish
- BACKGROUND**

A market research study to understand how well our product aligns with customer needs and identify potential opportunities.
- STUDY GOAL**

To evaluate product-market fit by understanding customer needs, satisfaction with current solutions, and identify areas for improvement that could inform product development.
- Questions**
 - Start** Welcome Message
 - Welcome! Thank you for participating in this research study. We're interested in learning more about your honest thoughts and experiences - there are no right or wrong answers.
 - Section 1** Screening Questions
 - Q1** Which of the following best describes your role?
 - ☒ Decision maker for business software/tools
 - ☒ Influencer in software/tool selection
 - ☐ End user only
 - ☐ No involvement in software decisions
 - Q2** Which of the following tools have you used in the past 6 months? (Select all that apply)
 - ☐ Project management software
 - ☐ Task management tools
 - ☐ Workflow automation tools
 - ☐ Business analytics platforms
 - ☒ None of the above
 - Section 2** Product Experience
 - Q1** How satisfied are you with your current solution?

Microsoft Workspace

Studies

Workspace

Usage & Billing

Account

Tell us about your project

Please describe your project in detail

[Upload Discussion Guide](#)[Start from scratch](#)

or select a template...



Ad Test

Ad Testing and Feedback

Measure the impact and effectiveness of your advertising campaigns



UI Research

Landing Page Test

Get feedback on your landing page



NPS+

NPS and Customer Feedback

Measure customer loyalty through Net Promoter Score (NPS) and gather qualitative feedback



Foundational

Foundational Research

Conduct comprehensive research to deeply understand user needs, behaviors, and pain points around a topic



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Don't just take our word for it

Listen is trusted by hundreds of industry leaders & innovators

*ets

ECG

Google

 OpusClip

wahoo

Hall & Partners

chubbies

 Listen

KOHL'S

P&G

SONY



 HarperCollins

 Microsoft

UFC

Thank you!



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