

Strella

The AI-powered customer research platform

How conversational AI interviews can mitigate fraud



Priya Krishnan

Co-founder & COO
Former Researcher

Our Mission

Make it effortless for teams to deeply understand their customers by allowing researchers to do more quality research



Without a human in the room, fraud seems inevitable

Bots pretending to
be interviewees

Professionals gaming
research with
chatgpt

IP “hoppers”
interviewing multiple
times for the same
study

Audio and video
deepfakes

Disengaged
respondents
looking for a pay out

Professional respondents are getting worse

"I prefer the AI interviews that let you 'Review' before you hit send. It gives me time to actually put the prompt into a rewriter so I sound 'professional' enough to not get my submission rejected."

– Common sentiment on Discord
"Study" groups

"The bot on [Platform] takes forever to 'think' between questions. I literally just keep a GPT window open. By the time the next question loads, I've already generated a response and I'm just reading it off the screen."

– u/[Anonymized] on
r/ProlificAc

"I hate the 'live' AI ones that don't let you pause. Give me the 'Push to Talk' version any day—I can actually script those so I get the 'high quality' bonus without having to think on my feet."

– Forum comment regarding
"Video/Voice AI Interviews"

"The 'Click to Record' ones are the easiest. You aren't being watched live. You can take a breath, look at your notes, or even use a text-to-speech tool if you're feeling lazy. It's not like a real interview where you have to answer instantly."

– r/Beermoney thread on "Maximizing AI
Study Hourly Rates"

Remove the survey.

Create a real conversation.



Strella is built to be fraud resistant

1 Continuous conversation format

2 IP address confirmation, location and time zone tracking

3 Participant screener vs. response checking

4 Pauses and unusual activity tracking

Elements Add +



Properties

Introduction

Thank you for joining! This will take about 15 minutes. I'm interested in hearing about your real experiences with technology in your retail work—the good, the bad, and everything in between. There are no right or wrong answers; I just want to understand your honest perspective.

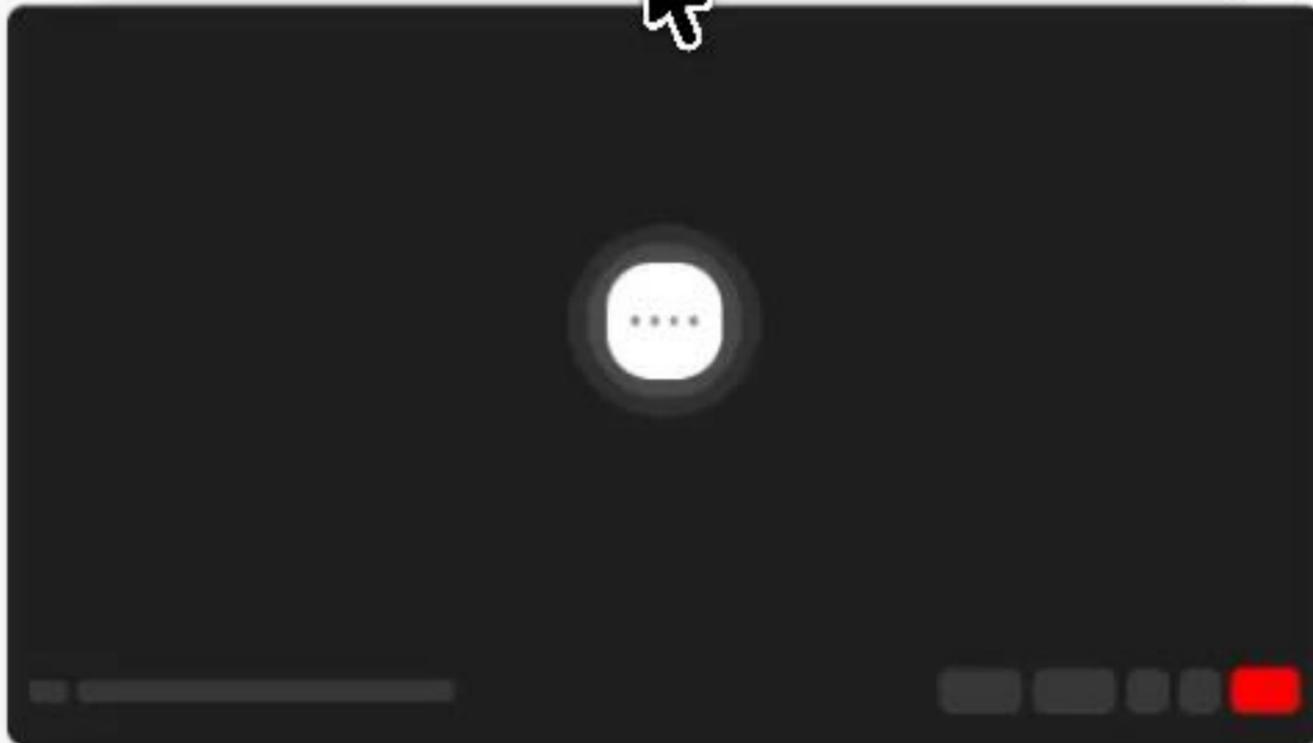
A Day in the Life

- Walk me through a typical day at work. When and how do you use technology during your shift?
Ask for the specific tools or systems they interact with most frequently
- How do these tools fit into your routine?
Are there moments where you depend on them—or try to avoid them?

When Technology Helps

- Tell me about a time when technology made your job easier or helped things run more smoothly.

Thank you for joining! This will take about 15 minutes. I'm interested in hearing about your real experiences with technology in your retail work—the good, the bad, and...



Statement

Message

Thank you for joining! This will take about 15 minutes.

I'm interested in hearing about your real experiences with technology in your retail work—the good, the bad, and everything in between.

There are no right or wrong answers; I just want to understand your honest perspective.

Advanced



Strella

The AI-powered customer research platform

AI-moderated interviews and instant synthesis, powering
smarter & faster decisions