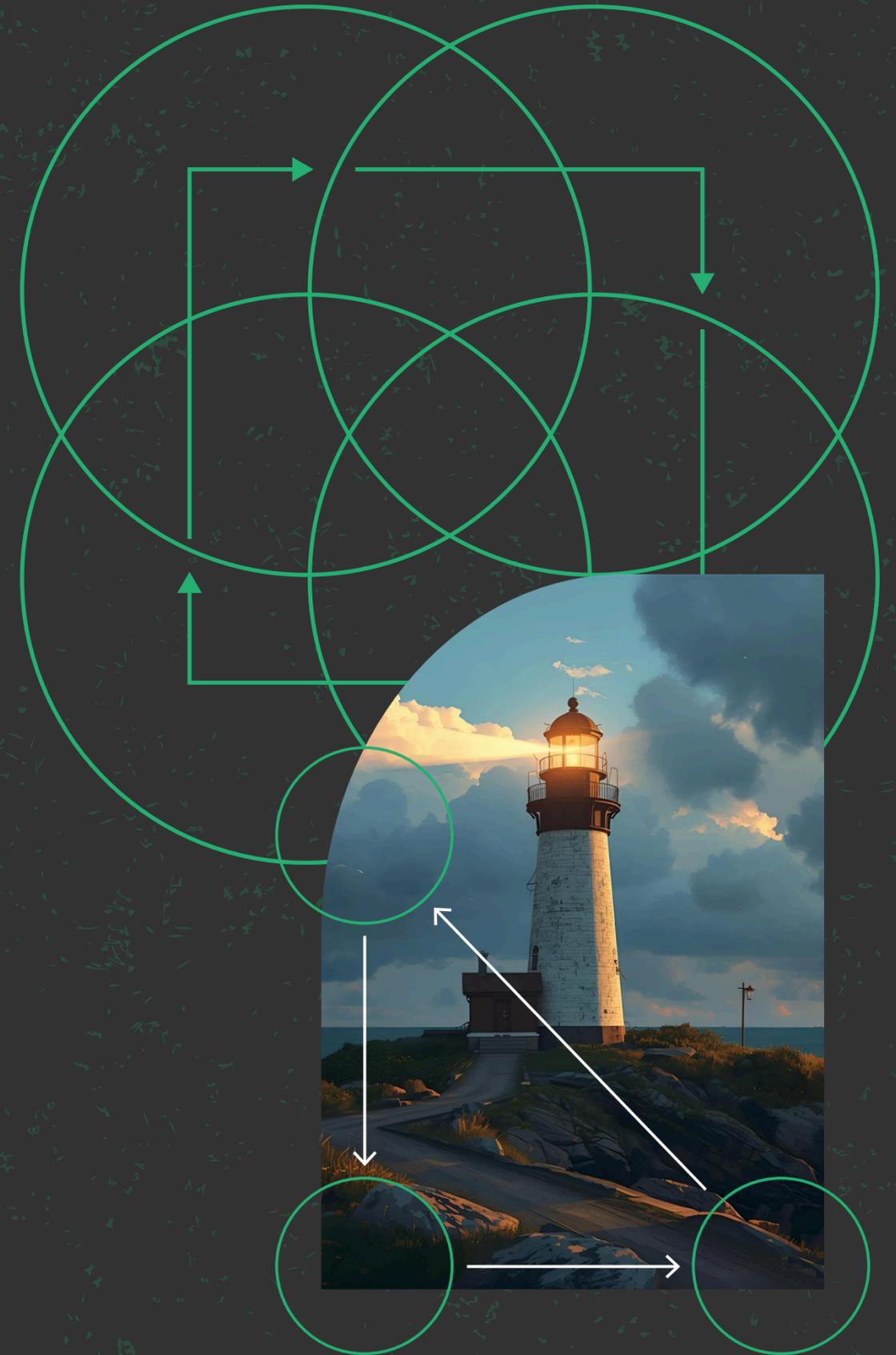Revolutionizing Market Research
with AI-Powered Voice Surveys

PharoVoice
The Future of Survey Research is Here

Pallas

The Survey Research Crisis

Traditional survey methods are falling across the board

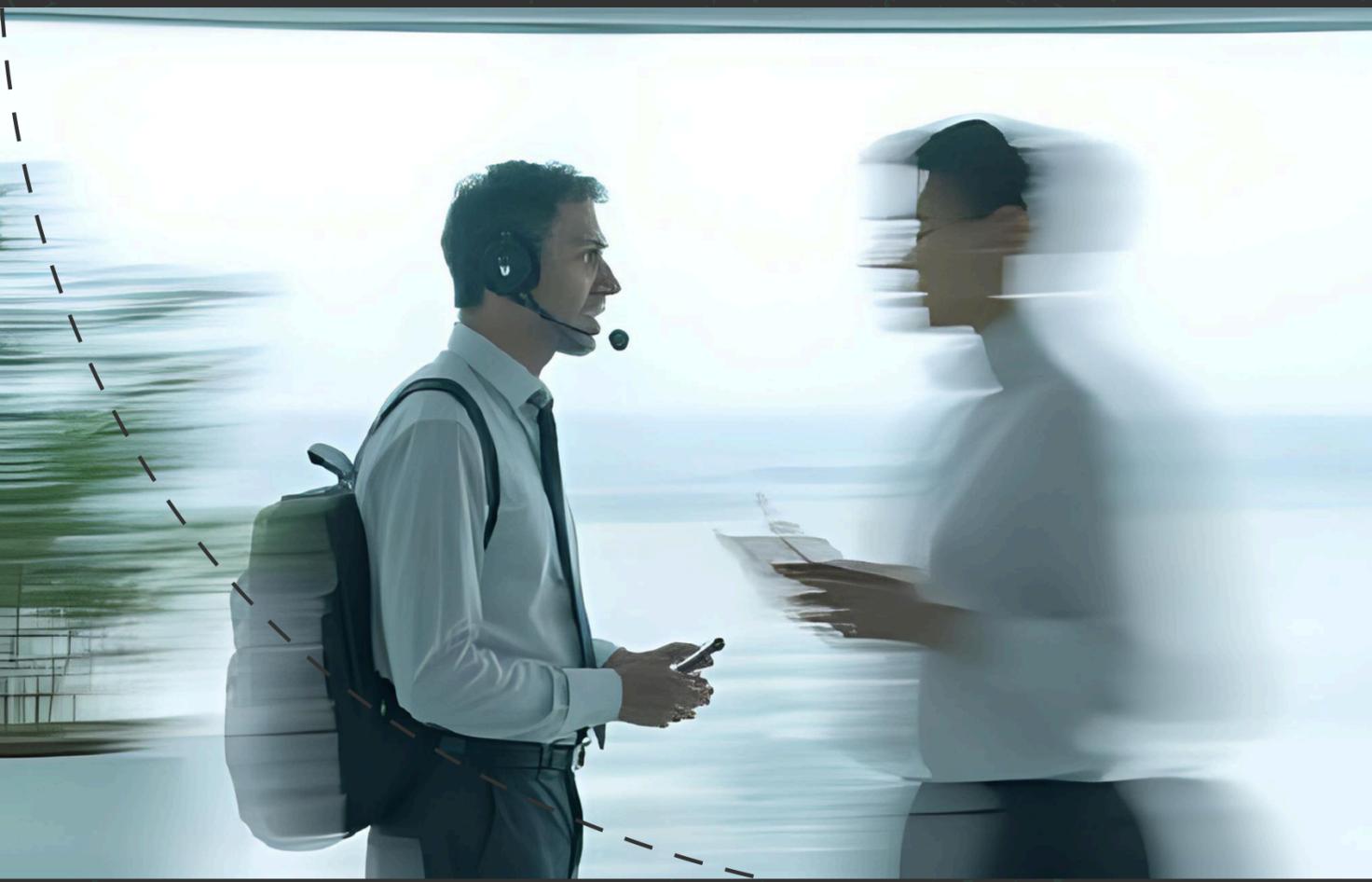| 7 - 9%	3 - 4 %	3 %
CATI Response Rate	IVR Response Rate	Online Panel Cumulative Rate

Result: Poor data quality, sampling bias, and increased costs

Meet PharoVoice

AI-powered conversational surveys that feel human

01 **Advanced LLM Technology**

Natural conversations with intelligent follow-up questions and contextual probing

02 **Multilingual Support**

Streamlined translation enabling global research capabilities

03 **Rich Data Collection**

Combines quantitative scale with qualitative depth in a single study.

Multiple Advanced Technologies Working In Harmony

Large Language Models

Intelligent conversation flow

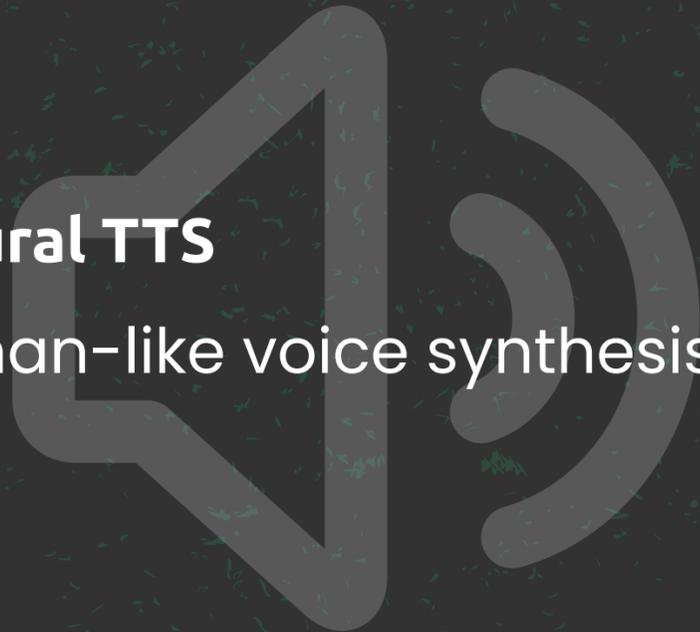**Advanced ASR**

95%+ speech recognition accuracy

Powered by Cutting-Edge AI

Natural TTS
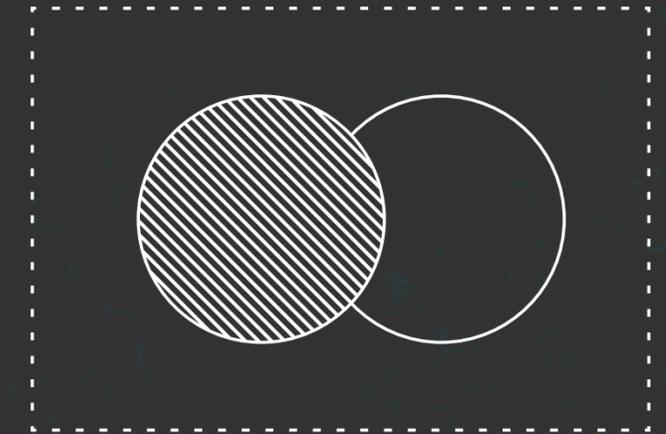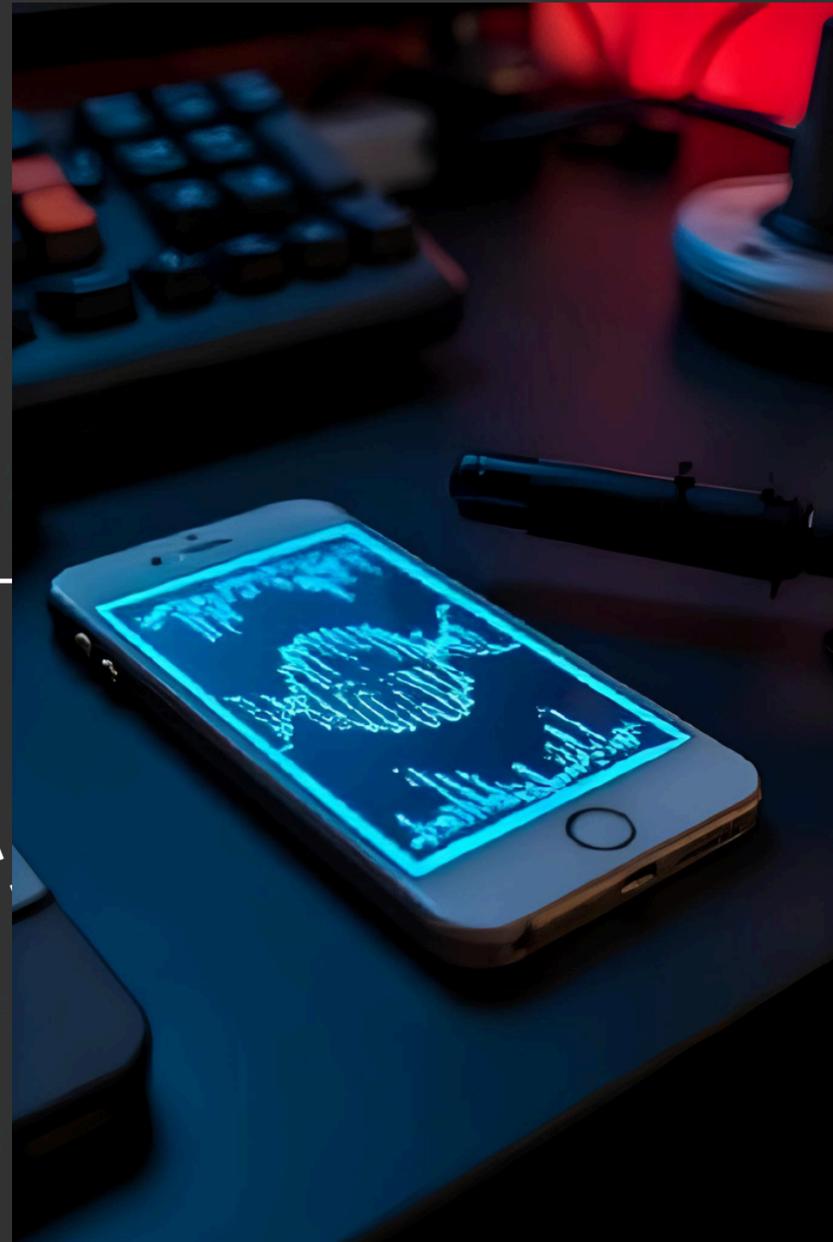
Human-like voice synthesis

Sophisticated NLP

Context & sentiment analysis

How It Works:

1. AI initiates natural conversation with respondents
2. Intelligent follow-up questions based on responses
3. Real-time transcription and analysis
4. Automatic data integration and export

Transforming Industries

PharoVoice delivers value across multiple sectors

Market Research

Consumer satisfaction, brand perception, product testing, and political polling with improved completion rates

Healthcare

Patient satisfaction, clinical research, population health monitoring with PIPEDA and PHIPPA and compliance

Academic Research

Large-scale studies combining quantitative and qualitative insights with methodological rigour

Government

Citizen engagement, service evaluation, emergency preparedness with accessibility compliance

"Innovate has truly transformed the way we work."

— Satisfied Customer, Business Owner

Why PharoVoice Wins

Superior Performance

- Higher completion rates
- Richer, more nuanced responses
- Word response length increase
- Enhanced response relevance and specificity

Accessibility & Scale

- No literacy or technology barriers
- Frictionless multilingual surveys
- Unlimited concurrent interviews
- Consistent methodology across studies

Economic Advantages

- 30-50% lower cost per completed interview compared to CATI
- 24/7 automated data collection
- Elimination of interviewer training costs
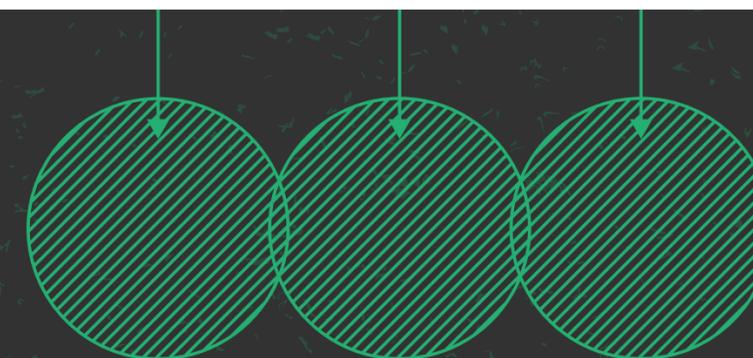- Faster time-to-insight

Innovation Edge

- Combines quant scale with qual depth
- Perfect interviewer consistency
- Advanced sentiment and emotion detection
- Seamless integration with research ecosystems

Join the Innovation Revolution Today!

Discover how our product will change everything!

Ready to Transform Your Research?

Contact Us Today

Email

joseph@pallas-data.ca

X

@pallasdata

LinkedIn

www.linkedin.com/company/pallas-data/