VIRTUAL INCENTIVES

How AI Surveys with Personality Boost Participant Responses

These standard interviews averaged 15 minutes and about 1,000 words per respondent. Here's what happened when we gave the AI a personality.

The Authoritative Interviewer

Direct, calm, and professional, getting straight to the point without small talk.

31% ↑
In engagement over control

1,321 Words ↑
Vs. 1,012 control

22 Minutes ↑
Vs. 15 minutes control

The Humorous Interviewer

Witty, relatable, and engaging, using light humor and casual language to keep the conversation flowing.

53% ↑
In engagement over control

1,553 Words ↑
Vs. 1,012 control

22 Minutes ↑
Vs. 15 minutes control

The Empathetic Interviewer

Warm, conversational, and receptive, making participants feel heard and comfortable.

21% ↑
In engagement over control

1,226 Words ↑
Vs. 1,012 control

19 Minutes ↑
Vs. 15 minutes control