))) **audEERING**™
intelligent Audio Engineering

FEELING A PRODUCT

GfK & audEERING develop tool for
measuring emotional reactions of customers

PARTNER

GfK Verein

CHALLENGE

"I really like this product!" You think this sentence means that a client is really positive about it? Not necessarily. In fact, a customer could even mean it sarcastically and you would never find out. Why? Because traditional market research does not help in this regard. Most methods used in this field cannot detect, if a person means what he or she says or e.g. speaks ironically. This is exactly the challenge the German market research company GfK had.

SOLUTION

To tackle this challenge GfK partnered with the German start-up audEERING, a provider of audio and artificial intelligence systems. Together they developed the tool *"Market Builder Voice"*, which enables GfK to analyze voice recordings and what a customer thinks of a new idea or product, measuring the emotional effect.

To achieve this, they analyzed speech characteristics like pitch or rhythm. This helps GfK to determine how emotionally aroused a person is.

RESULTS

The speech analysis delivers implicit results – how somebody says something – and explicit results – what the person says. In detail the evaluation provides the following:

1st   Intuitive emotional connection towards a product.

2nd   Spontaneous, honest results: verbal answers are spontaneous – pseudo-rational answers can be avoided.

3rd   Real reasons why somebody decides to use a product or not.

Advantages of the Market Builder Voice:

✔ The method works no matter what culture a person comes from.

✔ Interviews are shorter, more motivating and suited for mobile devices.

> *"We have tested the tool intensively and are convinced that it detects certain aspects of emotions just as well from audio recordings."*
>
> Prof. Dr. Raimund Wildner, Managing Director and Vice President GfK