

FOCUS ON QUAL ON THE FLY

Qual on the Fly lets you attach a short qualitative follow-up to any quantitative survey



What you deal with everyday

What quant open ends tell you

"Why do you buy from this brand?"

"Good price, good product, fast delivery."

What qual reveals

"I've been a customer for years. They've earned my trust — reliable products, real support, and they always make things right. That matters more than the price."

What is Qual on the Fly?

Qualitative depth, without the qual project

Qual on the Fly lets you attach a short qualitative follow-up to any quantitative survey — automatically, with zero extra setup. After the quant, a selected sub-group answers 5 to 10 open-ended questions via WhatsApp or Facebook Messenger — apps participants already use every day.

Responses are automatically moderated and analysed by Bilendi's AI BARI delivering rich insight on top of your existing quant data.

WhatsApp & Messenger

AI-moderated by BARI

No extra fieldwork

5-10 open questions

Made for researchers like you

Designed for teams who run quant studies regularly and want richer answers — without the cost or complexity of a separate qual project.

You define:

- Which participants to follow up with — any sub-group from the quant, based on your own criteria
- When to invite them — automatically "on the fly", following the quant survey, or later after reviewing quant results
- What to ask — up to 5–10 open-ended questions, tailored to your objectives

How it works in 3 simple steps

1 - Run your quant survey

Business as usual. Your study runs as normal.

2 - Define your sub-group(s)

Select who you want to hear more from, based on any quant criteria.

3 - Set your questions

Write 5–10 open-ended discussion questions. No scripting required. Our teams take care of everything and send you the results!

Why our clients love it

- **No separate qual project** – embedded in the quant flow, zero extra researcher time.
- **Flexible timing** – invite instantly or after reviewing your quant data.
- **Uncover what you'd otherwise miss** – conversational format, moderated by BARI AI, draws out candid responses that go beyond what standard open-ends capture.
- **Understand the "why"** – not just what people say or do, but why they say or do it.

Insight that changes decisions

The numbers told us satisfaction was high. But the qual told us why — and that's what changed the brief entirely. We would never have known from the data alone.

Bilendi



Contact us: [Bilendi-discuss.com](https://bilendi-discuss.com)



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