

WHAT IS YAZI

Research and customer feedback that people **actually reply to** — over WhatsApp.

Yazi runs surveys, AI interviews and diary studies inside WhatsApp, on a panel of 1.8M+ pre-qualified respondents across 20+ countries. Conversational, multilingual, and live in hours — not weeks.

WhatsApp delivery beats every other channel.

68%+

Response rate — ~5x higher than email

<2 hrs

Average time to complete vs 3–5 days

\$0.50

Cost per complete vs \$15–25 traditional

150+

Languages with built-in translation

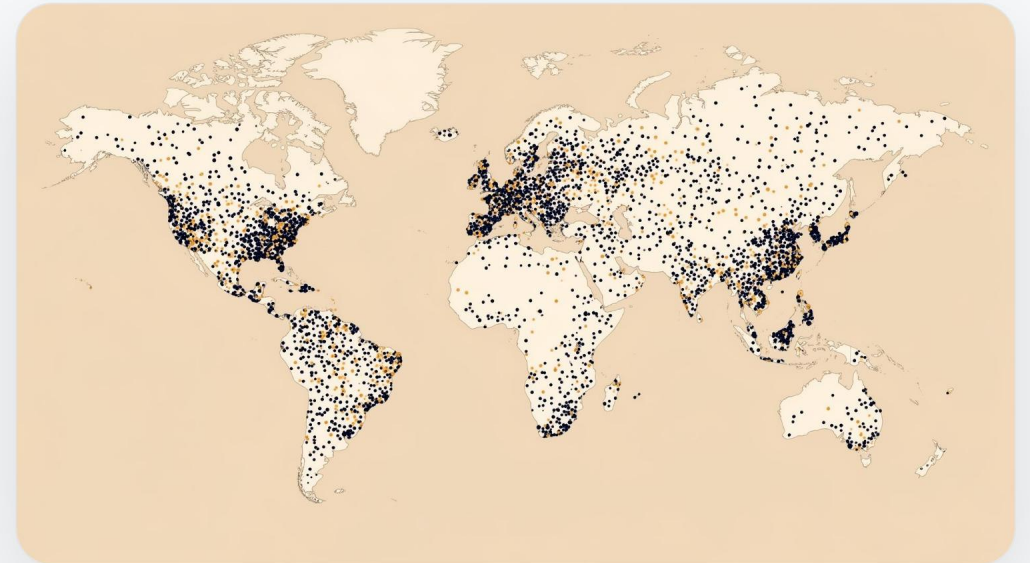


Uber



A 1.8M+ panel, or your own database.

- 1.8M+ pre-qualified respondents across 20+ countries
- Partner network — Cint, Prolific, Respondent IO — reaching 50+ countries
- Or upload the client's own customer lists via CRM/API
- Profiled, verified, recruited at a fraction of traditional cost



WhatsApp-native research

Full-method research on a **1.8M+** **panel** — quant, qual and everything between.

Brand tracking, concept & pricing tests, ad testing, AI interviews and diary studies. Fielded conversationally over WhatsApp across 20+ countries, in 150+ languages.

From brief to fielded study in hours, not weeks.

A conversational field method that holds up to agency rigour.

1

Design

AI-assisted scripting with skip logic, randomisation and adaptive follow-ups. Quant and qual in one flow.

2

Recruit

Tap the 1.8M+ panel or upload the client's own database. Verified, profiled respondents across 20+ countries.

3

Field

Respondents reply in WhatsApp — text, voice or video — in 150+ languages with live translation. PII auto-masked.

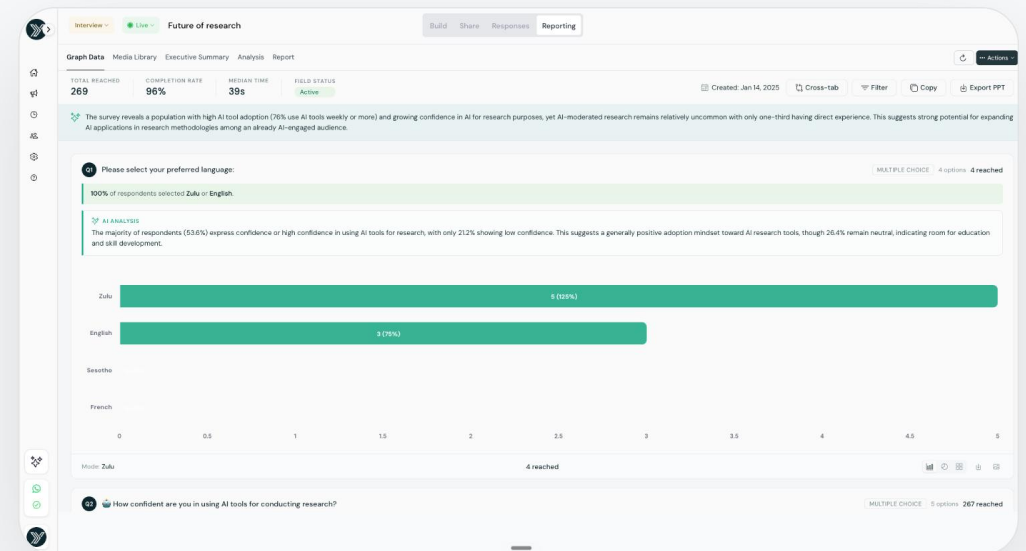
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Analyse

Real-time themes, cross-tabs and AI summaries. Export clean data straight into your reporting.

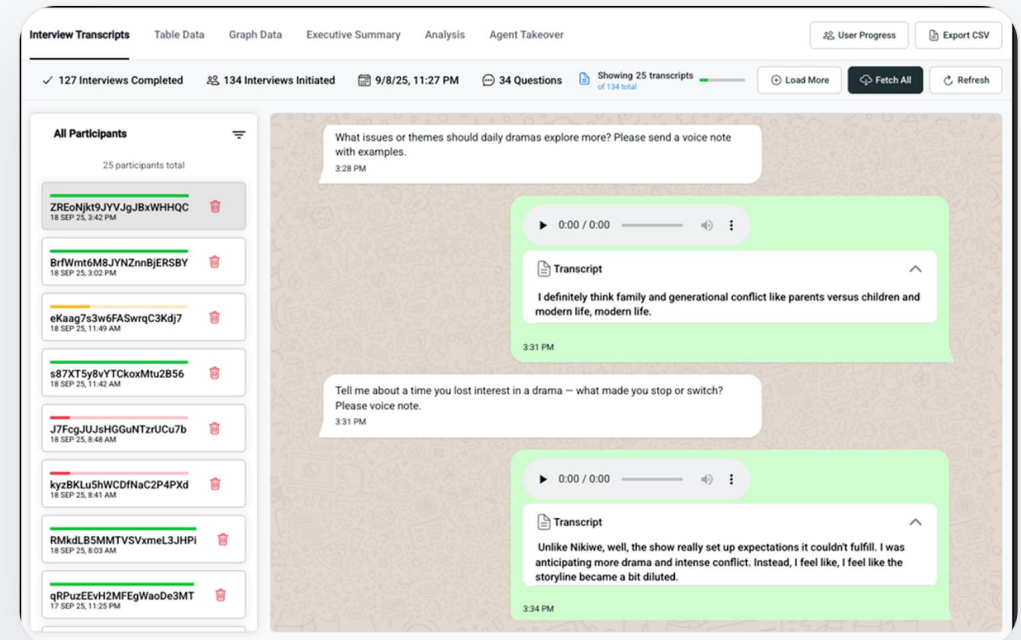
Live analytics, exportable to PowerPoint.

- Real-time completion, reach and median-time tracking as the study fields
- Interactive bar charts with filtering and cross-tab capabilities
- AI analysis surfaces the “so what” on every question
- One-click export straight to PowerPoint or your stats package



Qual depth, at survey-level scale.

- **Immersive chat view** — read transcripts and play voice & video, with image meta-text
- **Media gallery** — browse and download every rich-media response in one grid
- **Agent takeover** — step in as a human moderator to probe in real time
- AI threads themes across every participant, in 150+ languages



A better field method, on the numbers.

METRIC	TRADITIONAL (EMAIL / PHONE / PANEL)	WHATSAPP VIA YAZI
Response rate	~3–5%	68%+
Time to complete	3–5 days	< 2 hours
Cost per complete	\$15–25	\$0.50
Data depth	Fixed-form, text only	Text · voice · video, 150+ languages

Longitudinal · In-the-moment

Capture behaviour **as it happens** — over days, not in hindsight.

Scheduled WhatsApp prompts collect text, photo, voice and video entries in the moment, over the life of the study. The richness of a diary study, without the drop-off of an app.

A study that unfolds over time.

Sequenced prompts keep participants engaged from day one to wrap-up.

1

Recruit & onboard

Enrol from the 1.8M+ panel or the client's customers. Participants opt in inside WhatsApp — no app to download.

2

Sequence

Scheduled prompts fire daily or at set moments — morning, post-purchase, end of week — across the study window.

3

Capture

Entries come back as text, photo, voice or video, in the moment, in 150+ languages with live translation.

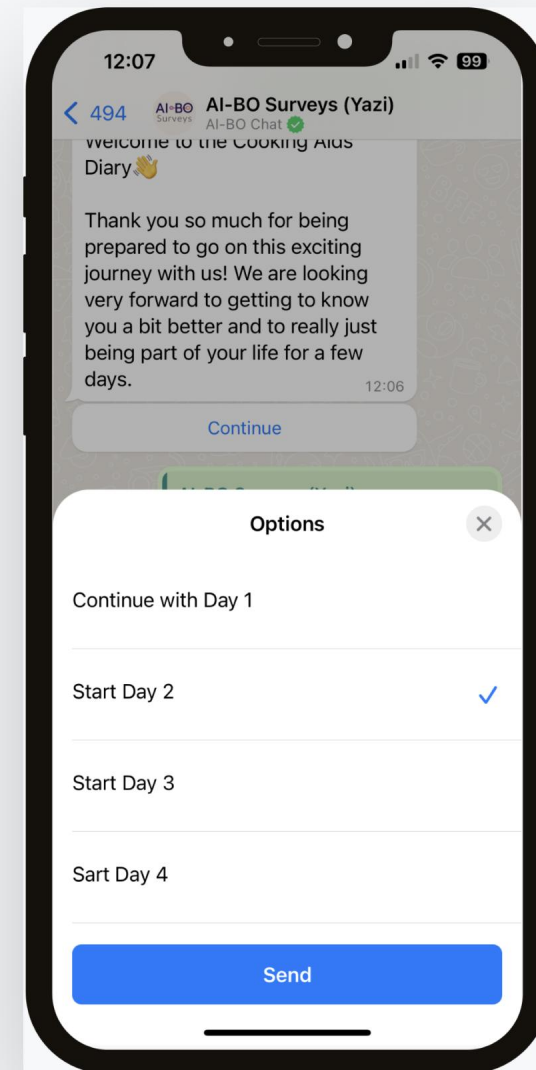
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Synthesise

AI threads each participant's journey, codes themes over time, and surfaces shifts in behaviour and sentiment.

Real moments, in the participant's own words.

- Day-by-day prompts arrive right in the chat they already use
- Photo and video of the moment — shelf, meal, journey, product in use
- Voice notes for the texture that text surveys miss
- Every entry timestamped and threaded across the study



Diary studies fail on drop-off. This one doesn't.

App-based diaries lose participants by day three. WhatsApp is already on the phone, already open — so people keep showing up, entry after entry.

95%+

SA WhatsApp penetration — no app install, no friction

Multimodal

Text, photo, voice & video entries in 150+ languages

Daily

Scheduled prompts sustain engagement across the study window

Post-service · Post-purchase · Post-delivery

Customer feedback that lands while it still matters.

Automated WhatsApp surveys fire the moment a service, purchase or delivery completes. Customers reply in under two minutes — and a live dashboard benchmarks every dealer, franchise and location in the network.

Triggered, conversational, benchmarked.

A feedback loop that runs itself across every location.

1

Trigger

A completed service, sale or delivery fires a WhatsApp survey automatically via CRM/API integration.

2

Converse

The customer replies in under 2 minutes. Adaptive follow-ups dig into the “why” behind every score.

3

Benchmark

Scores roll up live — every dealer, franchise and region ranked against the network in real time.

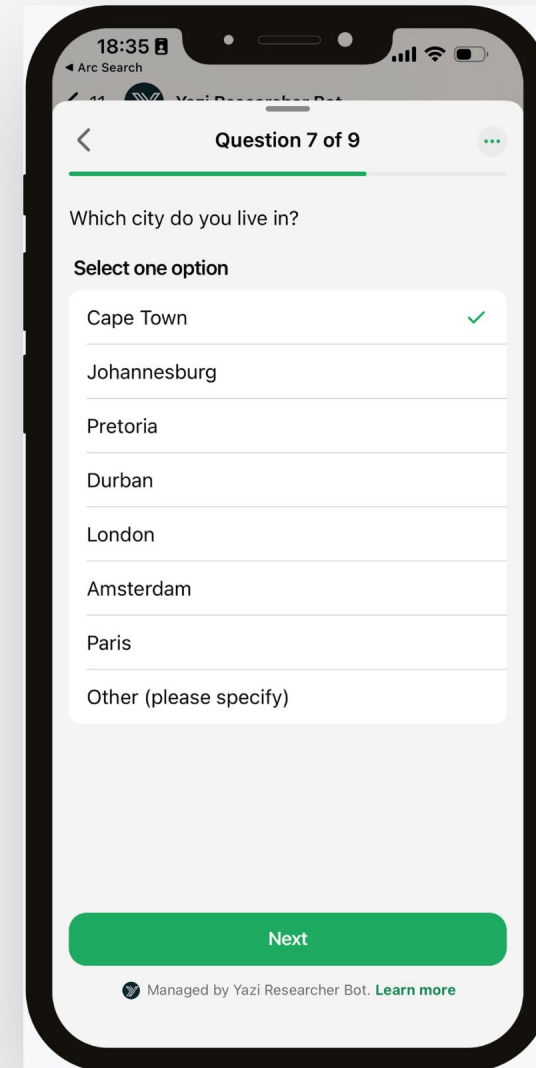
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Act

Alerts flag detractors and outliers instantly, so teams recover the experience before the customer churns.

One live dashboard. Every location ranked.

- Real-time experience scores for every dealer, franchise or branch
- Regional roll-ups and network benchmarks at a glance
- Detractor alerts and flagged cases for immediate recovery
- Themes and verbatims auto-surfaced from every conversation



The survey customers don't ignore.

Phone-based CSI annoys customers and email gets ignored. A two-minute WhatsApp conversation feels like being looked after — so they actually answer.

68%+

Response rate — vs ~3–5% on email and falling phone reach

<2 min

To complete — replied to in the customer's own time

Live

Network-wide benchmarking, not a report weeks later