

# SightX Launches Native Asynchronous Video Interview Capability, Bringing Human Context to Data at Scale

*A seamless, built-in solution that bridges quantitative scale with qualitative depth. No third-party tools required.*

NEW YORK, NY, UNITED STATES, August 26, 2025 /EINPresswire.com/ -- [SightX](#), the leading end-to-end consumer research platform, today announced the launch of its native asynchronous video interview feature, enabling researchers to capture authentic, emotive feedback directly within their surveys. This new feature integrates seamlessly into the platform's existing workflows, bridging the gap between quantitative breadth and qualitative depth.

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*Naira Musallam, Co-Founder  
and Co-CEO at SightX*

The launch comes as insight teams face mounting pressure to deliver not just speed and scale, but also meaningful depth, all without sacrificing efficiency.

Traditional survey methods provide broad reach but often miss the nuance that comes from hearing and seeing real people share their perspectives. On the other hand, live interviews provide rich, contextual insights but are costly, time-intensive, and limited in scale. SightX's asynchronous video interview feature resolves this tradeoff by combining qualitative richness with quantitative efficiency, all within a single, unified platform.

“With asynchronous video interviews, researchers can hear and see the people behind the data, at scale,” said Naira Musallam, Co-Founder and Co-CEO at SightX. “It's about uncovering the human context that charts and graphs alone can't capture, and doing it without the limitations of live scheduling.”

The feature allows users to:

- Collect video responses directly in surveys for concept testing, message validation, and more
- Enhance analysis with AI-powered transcript summaries and theme extraction
- Review quickly with a searchable media library for storage, filtering, and downloading

This capability shines in practice across a wide range of scenarios: from testing early-stage

product concepts where emotional response is just as critical as preference, to validating campaign messages by capturing consumers' tone, expressions, and reactions to reveal how messaging truly lands, to uncovering unmet needs or frustrations that might otherwise be lost in closed-ended questions. For insight teams, this means capturing the "why" behind consumer behavior at scale.

Unlike competing solutions that require stitching together separate platforms or relying on bolt-on integrations, SightX offers a fully native experience. By embedding video collection directly into survey flows, the platform eliminates barriers to qualitative research, making it faster, more cost-effective, and more accessible. Video responses are captured, analyzed, and stored within the same environment as survey data, ensuring seamless workflows and a unified view of consumer insights.

The asynchronous video interview capability is available now in the SightX platform.

For more information visit <https://sightx.io/capabilities/video-interviews>, or [request a demo](#).

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