

AMC Global expands ResponseCash® Purchaser Follow-Up (PFU™) solution with AI-moderated interviews

PFU QualClips-AI™ adds fast, in-the-moment qualitative depth to launch-phase insight

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/EINPresswire.com/ -- [AMC Global](#), a custom, full-service market research firm specializing in launch phase consumer insights, announced an enhancement to its ResponseCash PFU™ launch-phase research solution with the addition of qualitative AI-moderated video interviews, PFU QualClips-AI™. This new offering enables brands to access deeper, real-world purchaser insight within hours of launch.



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*Erin Russeck, CRO, AMC
Global*

AMC Global's ResponseCash PFU captures feedback from verified purchasers within days of a product reaching shelves, grounding insights in real buying behavior. With proprietary artificial intelligence integrated into the workflow, the PFU QualClips-AI solution adds AI-moderated video interviews that introduce qualitative depth to enhance early launch decision-making. Responses are automatically transcribed, creating structured insight alongside purchaser video feedback.

The combined approach links purchase behavior with in-the-moment decision context, revealing how the experience felt and why choices were made. Together, these inputs provide a more complete and timely view of

early launch performance.

Brand and product teams can engage a select number of verified purchasers to participate in AI-moderated video interviews immediately after launch. Once the preset quota of interviews is obtained, AMC's team of researchers will quickly generate insights summaries, extract direct quotes and create video highlight reels within minutes. These early findings provide a rapid market pulse, offering an initial read on how a product is landing while the full, traditional

quantitative PFU research continues in parallel.

“Early in a launch, teams are not just looking for confirmation, they are looking for direction,” said Erin Russeck, Chief Research Officer at AMC Global. “This approach helps brands understand what is resonating, what is unclear and where small adjustments can have a meaningful impact before momentum is lost.”

The AI-moderated video interviews are well suited for agile launch optimization, as well as packaging and messaging refinement. By reducing reliance on traditionally scheduled moderated sessions, brands can move from insight to action faster without sacrificing rigor.

PFU QualClips-AI™ reflects AMC Global’s continued investment in tools that connect real behavior with real human feedback, helping brands make confident, timely decisions when launch momentum matters most.

About AMC Global

AMC Global are the experts in product launch, with an innovative suite of tools that span the full product lifecycle. The company’s proprietary PFU™ (Purchaser Follow-Up) tool was developed early on to capture insights from real purchasers of new or restaged products immediately following launch. This solution set the stage for the development of numerous tools, some with exclusive patents, to help brands optimize new products through a deep understanding of purchaser and shopper perspectives, backed by an extensive normative database. The AMC Global team prides itself on the fact that clients consider them true strategic partners, brought in to help their teams forward-think and stay on the cutting edge of analytics and insights. The company is headquartered in Blue Bell, PA. www.amcglobal.com

Michelle Andre

AMC Global

michelle@andremktg.com

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