

AI-Moderated Telephone Interviewing Expands Opportunities for Large-Scale Qualitative Research

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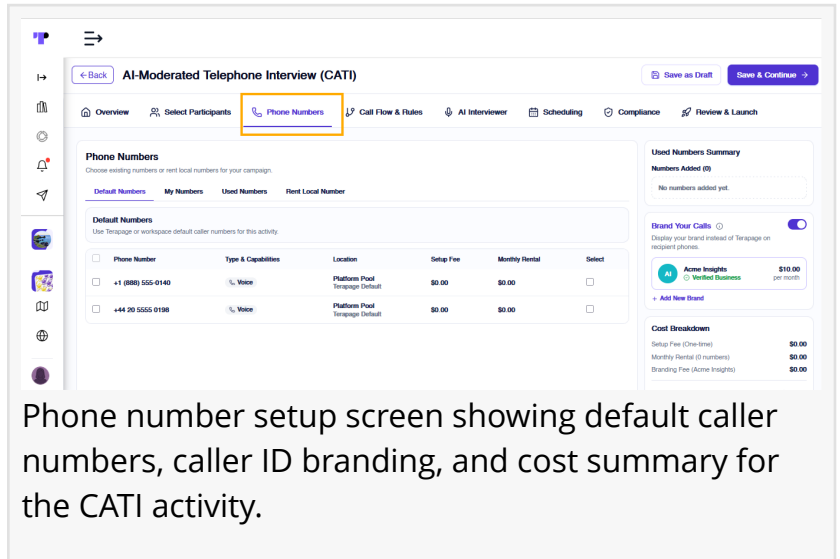
/EINPresswire.com/ -- Advances in artificial intelligence are reshaping [telephone](#)-based research, enabling organizations to conduct structured interviews at greater scale while maintaining research quality and operational oversight.

Telephone interviewing has long been a valuable method for gathering in-depth qualitative insights, particularly in studies that require clarification, probing, and detailed participant feedback. However, traditional telephone research often involves significant operational complexity, including interviewer training, scheduling, quality control, transcription, and analysis.

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The future of qualitative research is not just automation. AI-assisted telephone interviewing helps organizations scale conversations, preserve rich insights, and deliver findings faster.”

Anietie Godswill



According to [Terapage](#), advances in AI-assisted research technology are creating new opportunities for organizations to modernize telephone interviewing workflows while preserving the strengths of conversational research methods.

Industry observers note that many research teams are exploring AI-native approaches that combine programmable telephony, automated scheduling, adaptive interviewing, consent management, transcription, and reporting within a single research workflow. These capabilities may help reduce administrative overhead

while supporting more consistent execution across large-scale studies.

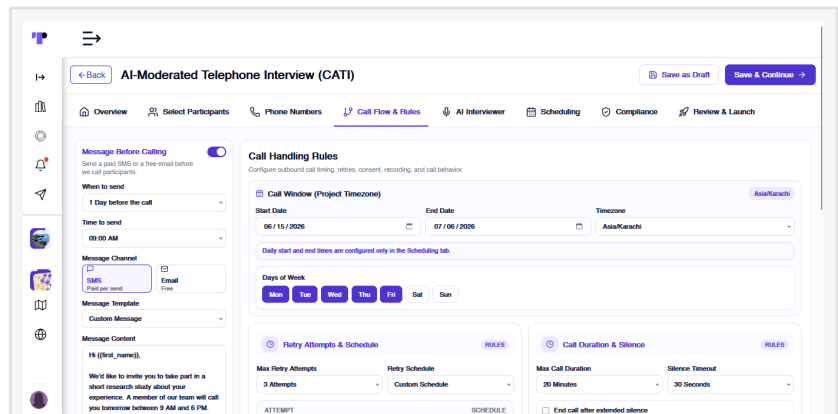
One of the key developments is the emergence of AI-moderated telephone interviews. Rather

than relying solely on static scripts, AI-assisted systems can guide structured conversations using predefined research objectives, branching logic, probing rules, and participant-specific variables. This approach allows interviews to remain aligned with research requirements while enabling more natural conversational flows. Research professionals indicate that scalability has become an increasingly important consideration. Large qualitative studies often require substantial interviewer resources and coordination efforts. AI-assisted interviewing environments may help organizations conduct interviews across broader participant populations while maintaining consistency in question delivery, consent procedures, and data collection protocols. Compliance and participant experience remain important considerations within telephone research. Modern platforms are increasingly incorporating features designed to support consent capture, recording disclosures, opt-out management, do-not-call controls, audit logging, and scheduling rules that respect participant time zones and local calling regulations.

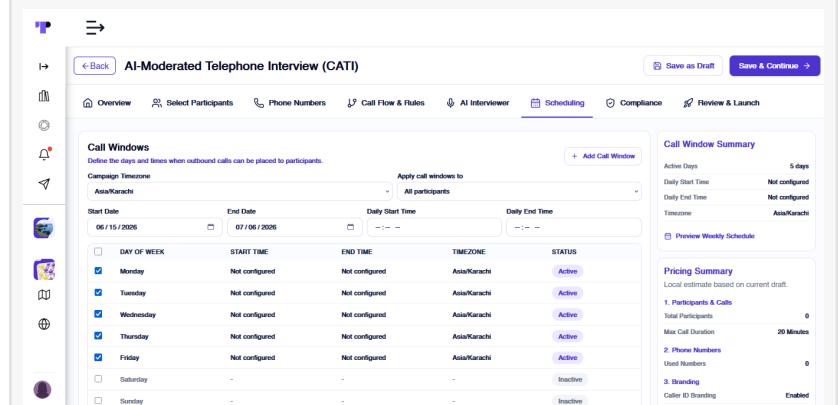
Another area of development is the integration of telephone research with broader research operations.

Historically, participant management, interview execution, transcription, coding, and reporting have often been handled across multiple systems. Industry trends suggest growing demand for unified environments that connect these activities into a single workflow.

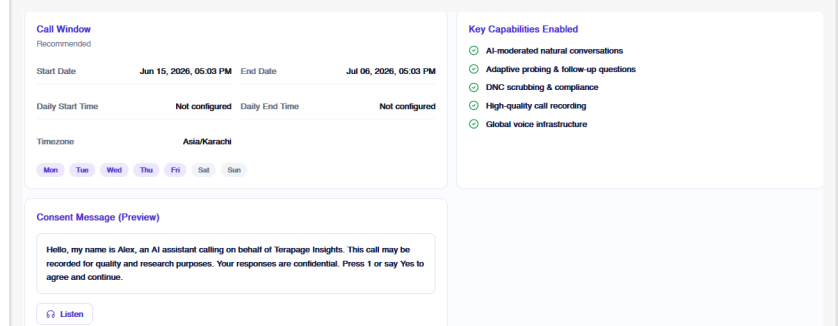
According to Terapage, AI-native telephone research environments can support participant management, campaign scheduling, interviewer configuration, interview scripting, call handling,



Call Flow & Rules screen for configuring pre-call messages, call dates, retry attempts, duration limits, and participant contact rules.



Scheduling screen for setting the campaign timezone, call window dates, active weekdays, and daily call times.



Review screen showing the recommended call window, enabled AI telephone interview capabilities, and consent message preview.

transcription, and analysis from a centralized platform. This integrated approach may help research teams improve operational visibility while reducing workflow fragmentation.

The role of AI is also expanding beyond interview execution. Advances in automated transcription, thematic analysis, sentiment detection, summarization, and reporting are helping organizations process large volumes of qualitative feedback more efficiently. As a result, researchers can spend less time on manual processing and more time interpreting findings and developing recommendations.

The graphic is a promotional slide for the Terapage platform. At the top, it reads "Five powerful products. One unified platform. Endless insights." followed by "Everything researchers need. All in one place." and "Available in 28 languages". Below this are five main product cards: 1. "Terapage Live" (Real conversations, Real time insights) with sub-points: Live Interview (ID), Focus Group, AI Moderated Audio Interview, AI Moderated Video Interview, AI Moderated Chat Interview, and AI Moderated Telephone Interview (CATI). 2. "Terapage Asynchronous" (Engage on their time, Get deeper insights) with sub-points: Journal & Diary Studies, Mobile Ethnography, Polls & Surveys, Image Review Task, Video Review Task, Audio Review Task, Document Review Task, Multimedia Uploads Task, Tree Task, and Import Your External Interview (Ranking, Scaling, Sorting). 3. "Terapage Long-term Community" (Run continuous research with a real-time insight community) with text: "Our always-on community platform captures real behaviors and preferences over time, delivering continuous, longitudinal value. Unlike traditional platforms that only provide insights during projects, Terapage keeps the conversation going—constantly generating valuable data. Unmatched continuity. Always-on insights." 4. "Terapage Synthetic Users / Data" (Smarter research with synthetic intelligence) with text: "Our Synthetic Users Solution creates realistic, high-quality responses using advanced AI. It replicates real-world behaviors and patterns—natively and compliantly—so you can supplement or replace sensitive datasets with confidence. Use it across interviews, diary studies, reviews, surveys, polls, sorting, ranking, scaling and more. Realistic. Reliable. Responsible." 5. "Terapage Pulse" (Context that turns data into decisions) with text: "Terapage Pulse connects your research to the world—tracking trends, news, behaviors and economic shifts in real time. By adding contextual intelligence to your results, Pulse helps you uncover what matters most, right when it matters. Always on. Always relevant." Below these cards is a "POWERING EVERY PRODUCT: PLATFORM FEATURES" section with icons for AI-Powered Insights, Risk Reports & Analysis, Publish Your Insights, API / Integrations, Streamlined Onboarding, e-Consent, Cross-Device Compatibility, Notifications, Access Controls, Security & Compliance, and Research Incentive Management. To the right is a "Native Mobile Apps For Participants" section with icons for iOS and Android, and a "Knowledge Base" section with icons for Product documentation, User guides, Help center content, and Training materials. At the bottom, it says "Available in 28 languages — empowering global research teams and diverse participant communities." and "One unified all in one research platform."

Researchers continue to emphasize that human oversight remains an important component of [qualitative research](#). AI-assisted interviewing technologies are increasingly being viewed as tools that support research operations, improve scalability, and accelerate insight generation rather than replace methodological expertise. As organizations seek faster and more efficient ways to gather customer, employee, and stakeholder feedback, AI-native telephone research is expected to play an increasingly significant role in the future of qualitative research. Industry experts suggest that combining traditional interviewing methods with AI-assisted workflows may help organizations expand research capacity while maintaining the depth and richness that telephone conversations can provide.

Terapage is a market research software platform that supports qualitative and quantitative research workflows, including surveys, communities, interviews, participant management, reporting, and insight management. Additional information about AI-Moderated Telephone Interview capabilities is available at [Terapage AI telephone interview](#).

The next phase of AI-native research is not defined solely by the interview itself, but by how effectively the entire research workflow is connected. Many organizations continue to manage participant recruitment, scheduling, telephone interviewing, consent management, recordings, transcription, coding, analysis, reporting, and insight distribution through separate systems and manual processes. As research programs expand across regions, languages, and participant segments, this fragmentation can introduce operational complexity, increase administrative effort, and make it more difficult to maintain consistent governance and visibility across projects. Terapage believes the industry is moving toward more unified research environments in which data collection, participant management, telephony, AI-assisted moderation, analysis, reporting, and insight sharing operate within a connected workflow. This approach enables research teams to follow the full journey of a study from participant outreach and interview execution to

transcript analysis, thematic discovery, reporting, and organizational decision-making within a single operational framework. As AI capabilities continue to mature, organizations are increasingly evaluating not only the quality of automated interviewing, but also the ability of research platforms to provide transparency, compliance controls, auditability, and seamless connections between insight generation and business action.

Sarah Kensington

Terapage

+44 7445 049096

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