

Terapage Redefines Computer-Assisted Telephone Interviewing with End-to-End AI Automation for Global Market Research

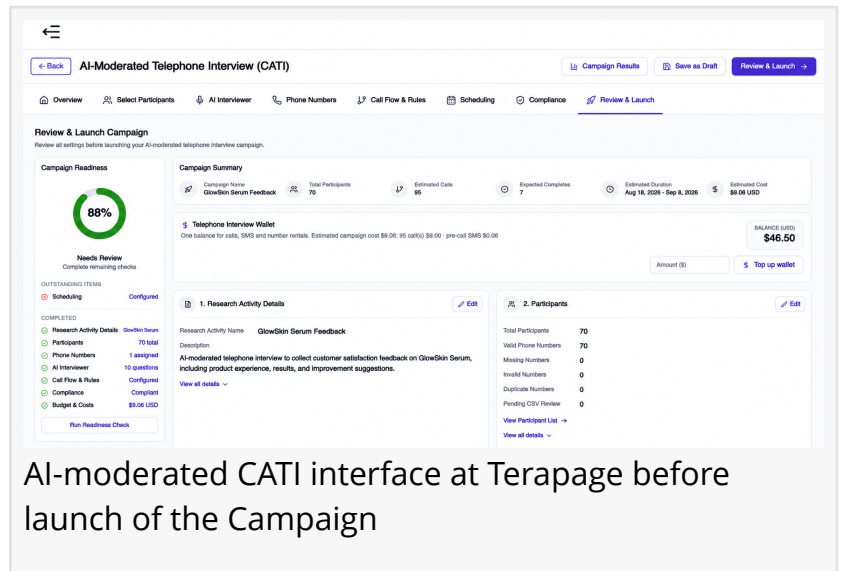
Terapage's AI-Moderated CATI research is transforming global Telephone Research with Adaptive AI Moderators, Multilingual Support, and Automated AI Insights.

LONDON, UNITED KINGDOM, August 28, 2026 /EINPresswire.com/ -- London based [Terapage](https://www.terapage.com/), the AI-powered market research platform, is changing how organisations run traditional telephone research. With its [AI-moderated CATI \(Computer-Assisted Telephone Interviewing\)](#) capabilities, Terapage provides research teams with a single workflow to recruit participants, conduct multilingual phone interviews, and generate AI-driven insights across every region and time zone.

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Our goal with AI-moderated CATI is not to remove the human element from research, but to give research teams the scale and speed to have more of those conversations, without compromising on depth.”

Founder & CEO Dr. Anietie Godswill



AI-moderated CATI interface at Terapage before launch of the Campaign

Traditional CATI research has long required hiring regional teams and local moderators for every market, a slow and costly process. Terapage eliminates this bottleneck by combining programmable telephony, AI moderation, participant recruitment, calls scheduling, consent management, transcription, and analysis into one connected research ecosystem.

At the core of the platform is adaptive probing, which allows AI interviewers to follow structured research scripts. They respond to participant answers naturally and probe deeper when clarification is needed. Terapage also brings participant recruitment directly into the CATI workflow. Researchers can easily source participants from existing

studies, CSV uploads, or data warehouses such as Salesforce, Databricks, and Snowflake, with

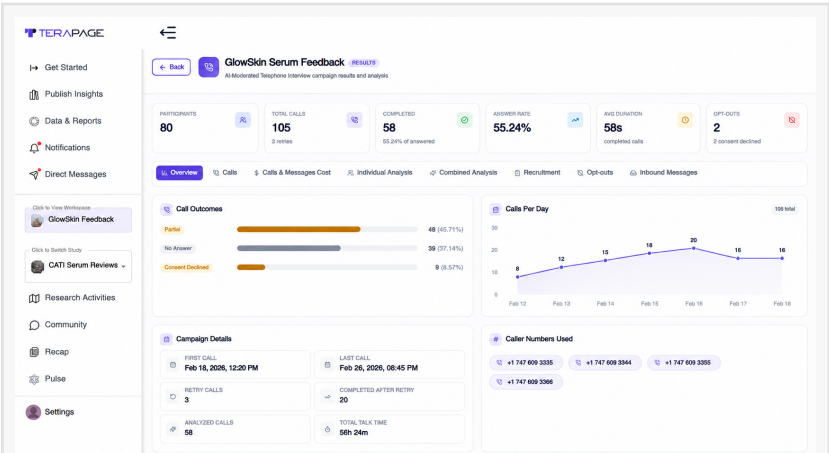
automatic checks for phone number quality, duplicate records, and missing data before calls are queued.

The platform's configurable AI moderators support 27 languages, multiple accents, tones, and personalities, allowing research teams to tailor the interview experience to each target market. Global scheduling tools let teams manage call windows, quiet hours, time zones, and campaign metrics such as call duration and completion rates from a centralized dashboard.

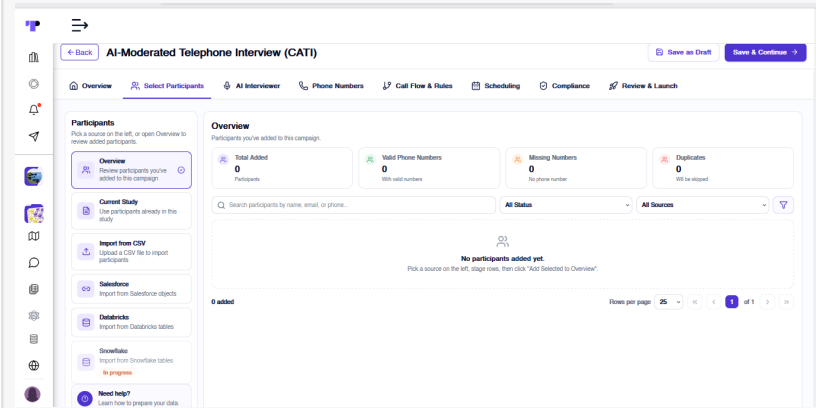
Additionally, the consent management and compliance controls, including DNC scrubbing, are built directly into the telephone campaign setup process. Once interviews are complete, recordings are automatically transcribed by Terapage's AI-powered insight tools which highlight themes, sentiments, and recurring patterns across large volumes of conversations. They also support multilingual transcript translation for cross-market analysis.

Multilingual support extends across the entire workflow. Combined with configurable interviewer language and accent settings, Terapage allows research teams to conduct interviews in the language appropriate to each market and review translated transcripts side by side, making it easier to compare insights across regions without losing the context of individual conversations.

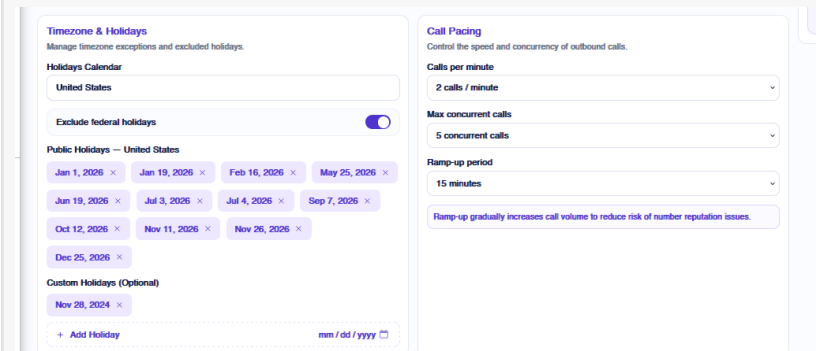
By unifying recruitment, interviewing, compliance, and analysis, Terapage



Terapage's AI-Moderated Telephone Interview (CATI) dashboard provides an overview of campaign performance, including participants, total calls, completion and answer rates, average call duration, call outcomes, daily call activity, and overall campaign de



Researchers can select or import participants from multiple sources and bring them directly into an AI-powered telephone interview campaign.



Terapage CATI makes global call scheduling easier by accounting for different time zones and holidays across countries, helping researchers plan interviews at the right time for each region.

positions AI-moderated CATI as a faster, more scalable, and more cost-effective alternative to conventional call-centre research, while keeping researchers in control of the study design. Research teams using the Terapage CATI see lower operational costs than traditional CATI and faster turnaround than conventional call-centre operations.

Terapage's AI-moderated CATI is part of the its broader research suite, which also includes AI-moderated interviews, online focus groups, synthetic user testing, and quantitative survey tools. Research teams can configure a complete telephone research campaign, from participant recruitment to final report, without leaving the platform.

About Terapage

Terapage is an AI-powered market research platform that helps researchers and brands run qualitative and quantitative studies faster, including AI-moderated interviews, focus groups, surveys, and CATI campaigns, with built-in tools for recruitment, transcription, sentiment analysis, and reporting.

For more information, visit terapage.ai
Or [book a demo](#) today.

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The graphic illustrates the Terapage platform's capabilities, organized into five main product categories and a central platform features section.

Five powerful products. One unified platform. Endless insights.
Everything researchers need. All in one place. Available in 28 languages

- Terapage Live:** Real conversations. Real time insights. Includes Live Interview (EI), Focus Group, AI Moderated Audio Interview, AI Moderated Video Interview, AI Moderated Chat Interview, and AI Moderated Telephone Interview (CATI).
- Terapage Asynchronous:** Engage on their time. Get deeper insights. Includes Journal & Diary Studies, Mobile Ethnography, Polls & Surveys, Image Review Task, Video Review Task, Audio Review Task, Document Review Task, Multimedia Uploads Task, Time Task, Import Your External Interview, and Ranking, Scaling, Sorting.
- Terapage Long-term Community:** Run continuous research with a real-time insight community. 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.
- Terapage Synthetic Users / Data:** Smarter research with synthetic intelligence. Our Synthetic Users Solution creates realistic, high-quality responses using advanced AI. It replicates real-world behaviors and patterns—safety and compliance—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.
- Terapage Pulse:** Context that turns data into decisions. 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.

POWERING EVERY PRODUCT: PLATFORM FEATURES

- AI-Powered Insights: Smarter insights that surface what matters.
- Risk Reports & Analysis: Research, understand, report in minutes.
- Publish Your Insights: Share with stakeholders with ease.
- API / Integrations: Seamless connection to your favorite tools.
- Standardized Onboarding: Streamlined onboarding for teams and participants.
- e-Consents: Digital consent that's secure and compliant.
- Cross-Device Compatibility: Engage wherever, any device.
- Notifications: Stay informed in real time.
- Access Controls: Granular permissions. Total control.
- Security & Compliance: Empowering you with global compliance.
- Research Incentive Management: Streamline, track and manage incentives seamlessly.

Native Mobile Apps For Participants: Engage anytime, anywhere with our native mobile apps (iOS and Android).

Knowledge Base: Product documentation, User guides, Help center content, Tutorials, Training materials.

Available in 28 languages — empowering global research teams and diverse participant communities.

Terapage combines data collection, AI-assisted analysis, and research management tools to help organizations move from data gathering to deeper understanding of participant experiences and behaviors.

This press release can be viewed online at: <https://www.einpresswire.com/article/937831084>

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