

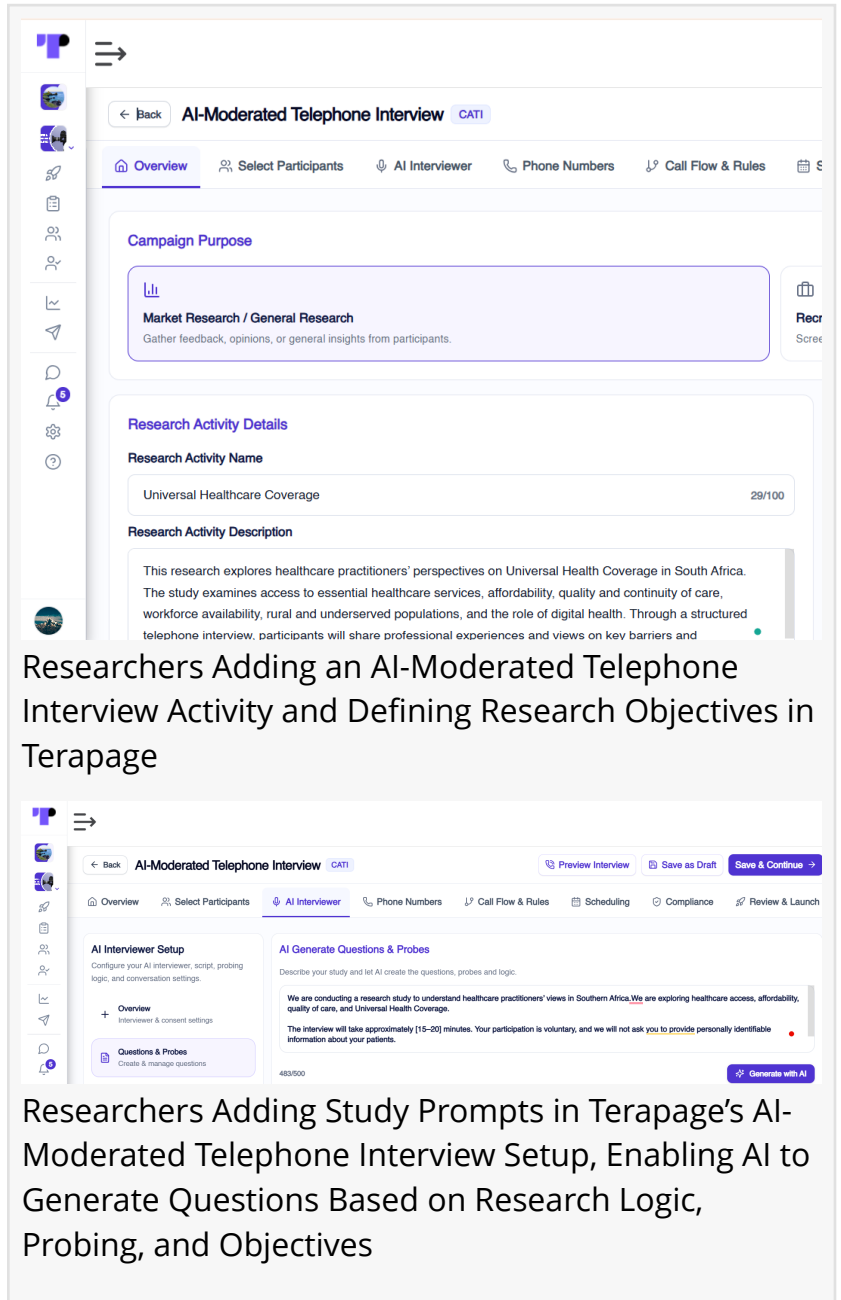
AI-Moderated Telephone Interviews Are Replacing Slow, Costly CATI, and Terapage Reveals How They Actually Work

Terapage advances AI-moderated telephone interviews with AI automation from adaptive probing to instant analysis in more than 27 languages.

LONDON, UNITED KINGDOM, October 2, 2026 /EINPresswire.com/ -- London-based [Terapage](#), the AI-powered all-in-one market research platform, is redefining telephone research with AI moderation and automation. Traditional telephone research relied on scripted surveys and manual response analysis, an approach that is fast becoming obsolete. Today, Terapage runs hundreds of [AI-Moderated Telephone Interviews](#) globally, collecting deeper responses than ever through adaptive probing.

The change matters because telephone interviews have always delivered detailed, real-world feedback, but at a cost. Running them at scale means weeks of scheduling, calling, transcription and analysis, and by the time findings reach decision-makers, customer needs may have already moved on.

AI moderation removes that delay. An AI moderator calls participants, asks the survey questions, listens to answers and probes deeper, much like a human interviewer. Traditional computer-assisted telephone interviewing (CATI) often limits respondents to button presses or one-word



Researchers Adding an AI-Moderated Telephone Interview Activity and Defining Research Objectives in Terapage

Researchers Adding Study Prompts in Terapage's AI-Moderated Telephone Interview Setup, Enabling AI to Generate Questions Based on Research Logic, Probing, and Objectives

answers. The AI moderator instead follows a structured interview guide while using adaptive probing to spot vague, incomplete or interesting answers and ask relevant follow-up questions in real time.

That depth starts with setup from scratch. At Terapage, researchers define a clear objective, then share their audience, key topics and interview length with the platform, which generates a structured questionnaire with adaptive probes within seconds. This automation does not remove researchers from the process; however, they oversee every bit of the process and can review, edit, add or remove any question before calls begin. They can also configure the AI moderator's voice, tone, personality, language and accent to suit the study.

Creating an interview questionnaire with AI is the beginning of AI-moderated Telephone Interviews at

Terapage. Researchers can also recruit participants during the activity design instead of hiring them on a different platform disconnected from Terapage. They can use existing participants, upload a list or import contacts from Databricks, Salesforce and Snowflake. Teams can also upload a job description or research brief, so the AI moderator knows exactly who to speak with and what to ask.

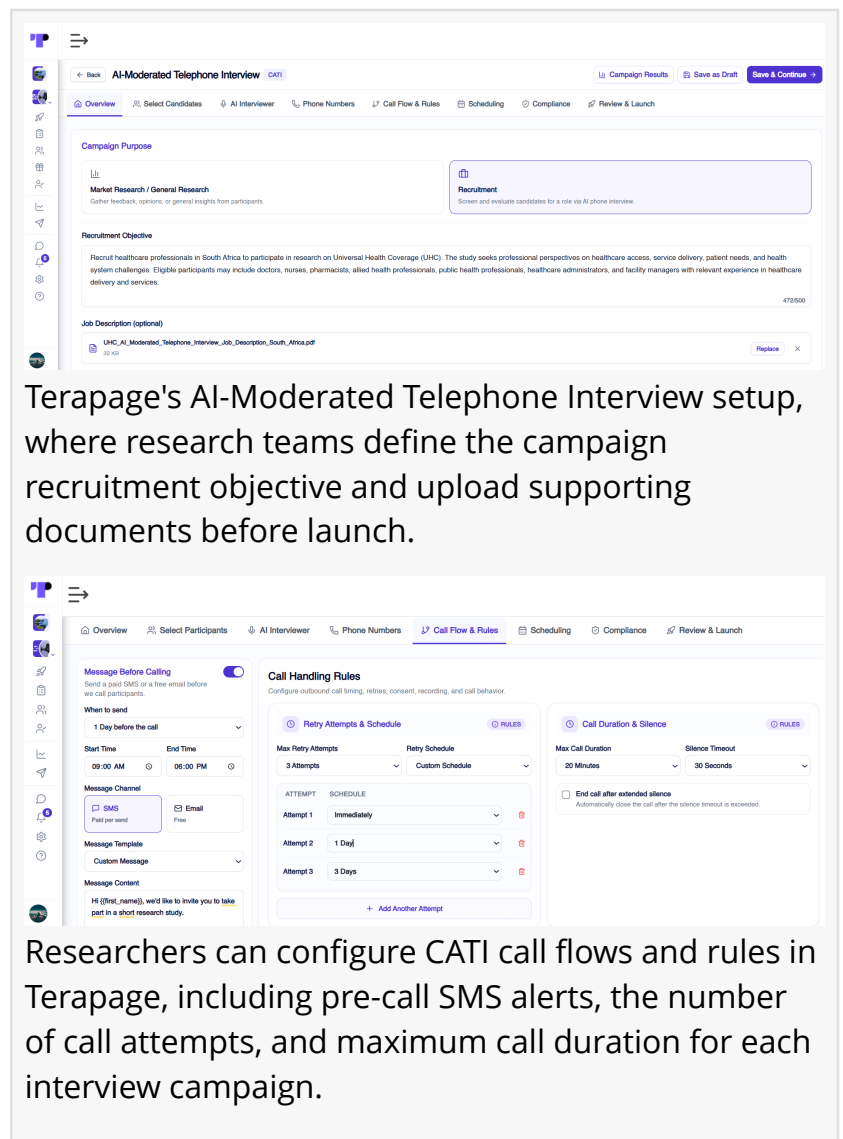
“

AI-moderated telephone interviews let researchers hear from more people faster, while adaptive probing keeps the depth that makes each conversation worthwhile.”

Founder & CEO Dr. Anietie Godswill

To organise call flows, researchers can also configure call length, retries, reminders, quiet hours and holidays. Additionally, consent and compliance are built into the Terapage study workspaces. Participants can also review the purpose of the research and how their answers will be used. AI-moderated Interview Campaigns are also checked against Do Not Call lists.

Once calls begin, Terapage AI/moderators keep the conversations natural. It also supports more



than 27 languages and multiple regional accents, so one study can reach several markets. The AI-Moderated Telephone interviews are not one-way communication; rather, barge-in support allows participants to interrupt the AI moderator, add comments or end the call whenever they choose, keeping every conversation comfortable.

As responses arrive, [Terapage's AI-powered Insight Tools](#) replace manual coding, surfacing sentiment analysis, summaries, word clouds, theme clusters, excerpts and quotes in real time. Teams can see emerging insights immediately, not after every interview finishes. This turns raw conversations into evidence teams can act on while the study is still running.

Together, these capabilities show why AI moderation outperforms traditional telephone research. A human team can manage only a limited number of calls, while an AI moderator can run dozens or hundreds of interviews at once, often finishing studies in days. Every participant hears the same core questions in the same way, which reduces one common source of bias while follow-ups still adapt to each answer. Without large teams of local interviewers, costs fall. Moreover, an AI moderator needs no sleep or shift schedule, so it can reach participants across time zones and retry unanswered calls quickly.

Terapage highlights that the real shift is not from human research to AI research, but from slow, manual processes to workflows where teams spend less time managing interviews and more time understanding people. Researchers can recruit participants, moderate interviews, and analyse findings within a single platform, turning people's experiences into practical insight.

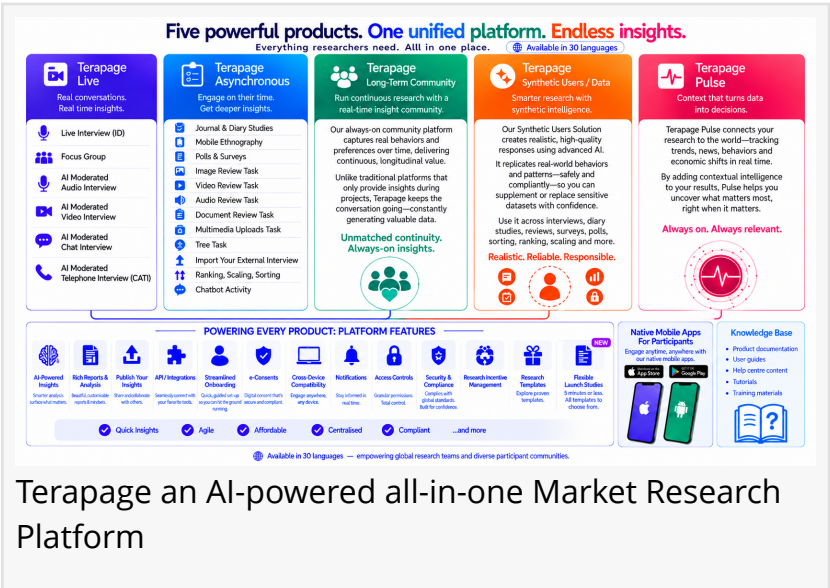
About Terapage

Terapage is an AI-powered market research platform for human insight generation. It brings qualitative and quantitative research together in one place, so teams can run AI-moderated telephone interviews, video interviews, surveys, online communities and diary studies without switching tools. Built-in AI transcription, thematic analysis and reporting turn responses into clear, usable insights within hours instead of weeks. Terapage supports research teams, consultancies and brands across the United Kingdom, the United States, Canada, Australia, the Middle East, South Asia and Southeast Asia.

Sarah Kensington

Terapage

+44 7445 049096



The graphic is a promotional slide for the Terapage platform. At the top, it features the headline "Five powerful products. One unified platform. Endless insights." followed by the tagline "Everything researchers need. All in one place." and a note "Available in 30 languages". Below this, there are five main product cards: 1. "Terapage Live" (Real conversations, Real time insights) with sub-points like Live Interview (ID), Focus Group, AI Moderated Audio Interview, AI Moderated Video Interview, AI Moderated Chat Interview, and AI Moderated Telephone Interview (CATT). 2. "Terapage Asynchronous" (Engage on their time, Get deeper insights) with sub-points like Journal & Diary Studies, Mobile Ethnography, Polls & Surveys, Image Review Task, Video Review Task, Audio Review Task, Document Review Task, Multimedia Uploads Task, Tree Task, Import Your External Interview, Ranking, Scaling, Sorting, and Chatbot Activity. 3. "Terapage Long-Term Community" (Run continuous research with a real-time insight community) with a description of its always-on nature and "Unmatched continuity. Always-on insights." 4. "Terapage Synthetic Users / Data" (Smarter research with synthetic intelligence) with a description of its realistic, high-quality AI responses and "Realistic. Reliable. Responsible." 5. "Terapage Pulse" (Context that turns data into decisions) with a description of its world-tracking capabilities and "Always on. Always relevant." Below these cards is a section titled "POWERING EVERY PRODUCT: PLATFORM FEATURES" with icons for AI-Powered Insights, Rich Reports & Analytics, Publish Your Insights, API Integrations, Dashboard, e-Consents, Cross-Device Consistency, Notifications, Access Controls, Security & Compliance, Research Incentive Management, Research Templates, Flexible Launch Studies, and a Knowledge Base. At the bottom, it states "Available in 30 languages — empowering global research teams and diverse participant communities."

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/946845722>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.