



PUBLIC REPORT

In Their Own Words

What 19 People Told Candidly AI about Candidly AI

Based on 19 Candidly AI Voice Interviews



PREPARED FOR

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Contents

<u>Executive Summary</u>	3
<u>Assessment Overview</u>	5
Key Findings	
01 <u>Hear From All of Them, Not Just a Few</u>	6
02 <u>Better Than a Survey, in Their Words</u>	8
03 <u>The Follow-Up Question</u>	10
04 <u>Smooth, Fast, and Trusted</u>	12
05 <u>Where They Would Use It</u>	14
06 <u>Ready to Introduce It</u>	16
<u>What They Asked For Next</u>	18
<u>Conclusion</u>	19
<u>Coverage</u>	19-20

Executive Summary

On September 10, 2026, Candidly AI hosted a group of about ninety people at Platform Calgary. Eleven days later, guests were given a phone number and five questions: how they would describe the company, who it is for, what would make someone hesitate, what would help them introduce it, and what stood out from the live demo. Nineteen people called over five days.

The median call ran about six minutes and produced 310 words from the participant. Across nineteen calls, guests spoke just over 10,000 words. Every quote in this report is a verbatim excerpt of a transcript, and every caller is quoted at least once.

The room described the product the way the company hopes a market will: as the way to hear from all of your stakeholders rather than a few, as a replacement for the survey nobody fills in, and as a conversation that listens and asks dynamic follow up questions, only when necessary.

WHAT WE DISCOVERED

01

They describe it as hearing from everyone

Callers reached for scale and completeness first: all of your stakeholders, a wider audience, every voice on their own time.

(Callers 3, 4, 7, 9, 11, 12, 13, 15, 16)

02

Nine of nineteen compared it to a survey, unprompted

Better depth, more cost effective, more comfortable for the people who avoid forms.

(Callers 2, 4, 8, 11, 12, 13, 17, 18, 19)

03

Seven of nineteen named the follow-up question

The agent hears an answer and asks which part. One caller recalled the exact exchange a week later and explained why it matters.

(Callers 3, 7, 8, 9, 16, 18, 19)

04

The experience was smooth, fast, and trusted

No glitches, quick to interpret, data owned and trusted via certifications, and the older users who try it tend to love it.

(Callers 3, 5, 11, 12, 15, 17)

05

Nine use cases the company never pitched

Sales pre-screening, RFP preparation, agency user research, club members, restaurant guests, educators, real estate, change readiness and polling.

(Callers 2, 5, 6, 7, 8, 12, 13, 18)

06

Six callers are ready to introduce it, two already have

What they asked for was a pitch to repeat, examples to point at, and a tailored demo link to send.

(Callers 1, 4, 6, 7, 10, 14, 16, 17, 19)

Executive Summary

The Opportunity

A room that can already describe the product, already compares it to the incumbent, and already wants to sell it. The work is to hand those people the words, the examples and the link, and let them.

The Vision

Every organization that needs to hear from more people than it can sit down with has a number to call. The conversation listens, follows up, and comes back as a report leadership can act on. These nineteen callers have seen it. This is what they said.

THE QUESTIONS

Every caller was asked the same five questions, in the same order. A strength of Candidly AI lives in the agent's intelligence layer of knowing when to follow up and when to move to the next question.

01 When you tell someone about Candidly AI, how would you describe what we do?

02 What kind of organization do you imagine using Candidly AI?

03 What do you think would make someone hesitate to use Candidly AI?

04 What would give you more confidence to make an introduction to a potential client for us?

05 What stood out to you during the live demo?

Follow-up questions were generated live from what each caller said, which is why the same five questions produced nineteen different conversations.

Assessment Overview

PARTICIPATION

19 COMPLETED INTERVIEWS

ASSESSMENT PERIOD
September 21 to 25, 2026



METHOD

Candidly AI voice agent

FORMAT

Inbound voice interviews

INTERVIEW DURATION RANGE

3 minutes 4 seconds to 25 minutes 6 seconds

RESPONDENT BREAKDOWN

Callers are numbered in the order their calls were received. Across the 19 calls, participants spoke 10,055 words, a median of 310 per call. Every quote in this report is a verbatim excerpt of the transcript and every caller is quoted at least once.

CALLER	DATE	DURATION	
Caller 1	2026-09-21	3m 4s	
Caller 2	2026-09-21	4m 28s	
Caller 3	2026-09-22	4m 17s	
Caller 4	2026-09-22	7m 30s	
Caller 5	2026-09-23	6m 19s	
Caller 6	2026-09-23	5m 23s	
Caller 7	2026-09-24	5m 50s	
Caller 8	2026-09-24	7m 26s	
Caller 9	2026-09-25	6m 3s	
Caller 10	2026-09-25	13m 50s	

CALLER	DATE	DURATION	
Caller 11	2026-09-25	5m 36s	
Caller 12	2026-09-25	9m 46s	
Caller 13	2026-09-25	10m 19s	
Caller 14	2026-09-25	5m 28s	
Caller 15	2026-09-25	4m 53s	
Caller 16	2026-09-25	5m 58s	
Caller 17	2026-09-25	25m 6s	
Caller 18	2026-09-25	4m 54s	
Caller 19	2026-09-25	5m 26s	

Key Findings

01 Hear From All of Them, *Not Just a Few.*

9 of 19 callers

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

Asked how they would describe Candidly AI to someone who was not there, callers reached for the same idea in different words: scale without losing the person. All of your stakeholders. A wider audience. Mass interviews that still feel like a conversation. These are nine of the nineteen descriptions, as spoken.

WHAT WE HEARD

“

"Candidly AI is a fantastic company and tool that helps organizations hear from all of their stakeholders and not just a few."

CALLER 3

“

"I would say that you guys are a voice AI company that is looking to bring insights into mass stakeholder interviews. These insights are detailed, targeted, and the stakeholders can interview or speak to candidly on their own time."

CALLER 16

“

"I would describe Candidly AI as a voice AI agent, almost like a survey taking in information and truly understanding what that client wants. It's better than a survey because you can take in a lot more information with someone speaking rather than just checking a box."

CALLER 4

“

"Candidly AI provides solutions for those organizations that need to gather information to service their clients, whether it be an HR solution or a sales-related solution. It gathers information quickly, speeding up the process for client relations."

CALLER 7

“

"You're an AI powered company that gathers information through voice agents for different customers with different goals, but pretty much you remove the paper, the reliance on paper copies or notes."

CALLER 12

“

"I would say you are a very efficient short survey offering or service that helps companies gather data from a wider audience and collate it into actionable results that help create better outcomes for the organizations using it."

CALLER 13

Key Findings

“

"Voice AI product used to anonymously collect feedback for many different use cases up until this point for employee surveys and feedback, but could be used for other things."

CALLER 11

“

"Provide a telephone based dynamic conversation for the purposes of collecting information."

CALLER 9

“

"I think you're a system using an avatar to find out information verbally."

CALLER 15

The Pitch Is Already in the Room

Nobody in these calls was handed a description. They produced one, and the descriptions agree. Candidly AI is how an organization hears from everyone who wants to participate, in their own words, on their own time, and gets back something it can act on.

Key Findings

02 Better Than a Survey, *in Their Words*

6 of 19 callers

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

Nine of nineteen callers explained Candidly AI by comparison with a survey, without being prompted. Six are quoted below. The comparison was never close. Surveys collapse an opinion into a scale. The conversation asks what the person meant. And the people who avoid forms, callers said, pick up a phone.

WHAT WE HEARD

“

"Yeah, I feel like a lot of surveys have either agree, strongly agree, strongly disagree, or disagree, and that doesn't really give much depth into any answers."

CALLER 4

“

"I think it provides a sense of comfort for people who don't normally like to do these crazy surveys because it's a lot more casual in the way that you collect the data."

CALLER 19

“

"They wouldn't be creating a new process to use Candidly AI. They would just be improving a process that already exists in their organization. So if they already do regular surveys or have different feedback processes or cycles, and this could just improve the speed and efficiency of gathering and analyzing the insights, I think that's where it would be a fit."

CALLER 11

“

"It's a better way to survey your employees' opinions and likely more cost effective."

CALLER 2

“

"I think Candidly AI definitely addresses or it identifies a significant gap right now that is out there, a real desire or need in terms of gathering employee sentiments that surveys, though they are useful, don't necessarily get the best results. They might be skewed just because of people not having the time, not wanting to fill them out. Assuming the tool actually works in terms of the information gathering in the back end, it definitely addresses a market gap."

CALLER 8

Key Findings

“

"I feel like people don't know what to ask. Or don't really know what results they want. So I feel like forming the questions and walking people through that based on what kind of information they're looking for, what they're trying to, what their objective is, a really super helpful part for people who haven't really done this kind of thing before or found it really cumbersome."

CALLER 13

They Described the Study They Were In

Caller 4 explained why agree-to-disagree scales give no depth. Caller 19 explained why casual phone conversations reach people who abandon forms. Caller 13 explained why organizations need help forming the questions. Each of them was, at that moment, on a call that was doing exactly what they described. The argument for the product was made by its participants, in a format that let them make it.

Key Findings

03 The *Follow-Up* Question

7 of 19 callers

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

Asked what stood out from the live demo, callers did not describe the slides. Seven of nineteen named the same thing: the agent heard an answer and asked the next question. One remembered the exact exchange a week later.

WHAT WE HEARD

“

"I'm just trying to remember back to what during the actual demo, I believe that was one of the questions was what is kind of the most frustrating part about your job? And Noah explained that it was the significant time that he spends writing proposals and stuff like that when he was working at KPMG. That was kind of what jumped out at me instead of it just saying, okay, we accept that you are frustrated by writing proposals, it actually asked a level deeper which part about writing proposals do you find frustrating. But that's something that I find interesting and it goes a level deeper."

CALLER 8

“

"I can't remember the exact wording of the follow up question, but I just remember thinking that wow, this agent is really smart."

CALLER 3

“

"The piece that stood out to me from the live demo was how quickly the AI was able to interpret the conversation and how accurately."

CALLER 7

“

"I also thought it was interesting that it pivots slightly depending on what answers you give. So if you give an answer about a frustration that you're getting at the workplace, it'll actually dig a bit deeper and start asking deeper questions about what that frustration is to better understand it, which even some real people that you might talk to might not even do that. People who are junior at facilitating a conversation or something like that might collect the information and then not think to ask a level deeper about that answer."

CALLER 8

“

"How fast that Candidly was able to digest the question, respond with a little bit of insight, and then move on to a related question and not shifting gears completely off topic."

CALLER 16

“

"I think the way that Candidly asks questions, as well as the ability to dig deeper."

CALLER 18

Key Findings

“

“I thought just the overall understanding of the AI agent when the questions are being asked and the ability to follow up, I thought that was very interesting.”

CALLER 19

“

“But what stood out for me was just the simplicity of using Candidly AI and also the potential for people to do it anywhere, anytime, just using their phone. That was really appealing.”

CALLER 9

What a Survey Cannot Do

Caller 8 made the case better than the company usually does. A junior facilitator collects the answer and moves on. The agent asks which part. It is also why seven people called out the moment where it all clicked for them a week later.

Key Findings

04 Smooth, Fast, and *Trusted*

6 of 19 callers

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

Callers were asked for feedback, not praise. The experience came up anyway. The call was smooth, the agent was quick to understand, callers trusted how their data was handled, and the people least expected to enjoy an AI conversation were the ones who enjoyed it most.

WHAT WE HEARD

“

"How smooth the process is. There was no glitches. It was very smooth."

CALLER 11

“

"I really like the full ownership of the data and the lack of reliance on foreign cloud space or data centers or whatnot. I like the fact that everything is stored and housed in Canada, from my understanding."

CALLER 12

“

"I think about data storage, but I mean, Candidly AI has all their bases covered with data being stored in Canada and all of the ISO certifications and everything. I personally have no concern about that."

CALLER 3

“

"Having the client share during the night of the live presentation really, I think, provided evidence of the value that Candidly provides."

CALLER 5

“

"The thing that stood out was how interested everyone who was in attendance was and how excited they were that such a concept exists."

CALLER 15

Key Findings

“

“With that said, though, what I've seen with older people who are starting to use it is they immediately love it and they think it's like the best thing in the world because back in the day, the internet was crazy to them. And so now having AI, the power of your fingertips where you can do it, they think it's the best thing in the world. It's just introducing new technology that we have for them, making just the knowledge and the education, not only how to use it, but how to use it efficiently, how to make sure that, like I said, it makes things quicker, it makes things easier, it saves time so you can allocate. Locate time to other tasks, other activities, other things like that. So it's just a knowledge thing. It's just a knowledge that A, it's there, and B, how to use it, and then just like letting them, or I guess like making them aware that it might be a new technology, but it's actually incredibly easy to learn. And once you learn it, it's super efficient.”

CALLER 17

Trust Arrived Without a Slide

Data storage and certifications came up unprompted, from callers reassuring the company on its own behalf. Caller 17's observation is the one to carry: the older users who try it tend to become its strongest advocates. And Caller 5 named what the launch night proved. A client talking about results is evidence. Everything else is a pitch.

Key Findings

05 Where They *Would* Use It

8 of 19 callers

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

The company sells to municipalities, consulting firms and large employers. Callers went well past that list. Nine use cases surfaced that had never been pitched, and the sharpest answer to who it is for was a single qualifier.

WHAT WE HEARD

“

"Provided the company is sincere about getting their employees' opinions, anybody."

CALLER 2

“

"Well, let's talk about the sales side where we have a company looking to gather information on what a customer needs and get some of this information through a pre-screening call."

CALLER 7

“

"I think any organization that's going through any kind of change or any kind of trying to manage change management in any way, they need to have any kind of readiness metrics and they need to get a pulse check of what's going on in their organization."

CALLER 8

“

"Big four consulting services, any type of public service, municipalities, communes, cities, mayoral, or any type of political party, I think, would very much so be the use cases."

CALLER 12

“

"So I am going to use my experience, a digital agency, and often we do a lot of user interviews. So I would segment it out into different kinds of users and ask questions to either build a website or a mobile app or a marketing campaign or targeted ads, something like that."

CALLER 13

Key Findings

“

"I could use it in a restaurant situation or work at a golf course. So you could use it, I guess that would kind of be internal, external, but for your members and do a survey and get their input."

CALLER 18

“

"Political polls or customer service experience are the two that come to mind."

CALLER 6

“

"My experience is that educators could certainly be surveyed about ways to help with time constraints. Corporations could be surveyed for staff and customers about products. Real estate companies would be excellent to survey ideal neighborhoods, home costs, trends, et cetera."

CALLER 5

The Need Is Recognized Everywhere

Sales pre-screening. RFP preparation. Agency user research. Club members. Restaurant guests. Educators. Real estate buyers. Change readiness. Polling. None of these were on a slide. All of them came from people picturing the product inside their own work. The underlying need, hearing from more people than a team can sit down with, is recognized far beyond the segments the company currently serves, and Caller 2 supplied the only qualifier that matters: the organization has to want the answers.

Key Findings

06 Ready to *Introduce It*

9 of 19 callers

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

Asked what would give them more confidence to introduce Candidly AI to a potential client, six callers said they were ready now. Two had already done it. What the rest asked for was equipment: the words, the examples, and something to send.

WHAT WE HEARD

“

"Honestly, I'd already be pretty happy to."

CALLER 1

“

"I have already done that, and Noah provided me with a one pager describing candidly."

CALLER 14

“

"I have a bunch of contacts to make introductions to. I talked to my boss about this today because a lot of the feedback we get today is the old school pen and paper. Majority of clients think this or that, there's not a great way to collect it"

CALLER 17

“

"I think what will give me more confidence is doing more live demos and maybe having an interactive link just like this kind of sent out to an organization, but almost like tailoring it to that organization so that they can see it firsthand how important it would be to have candidly in their business."

CALLER 4

“

"Just having more examples of the tool and how it's used, I don't think I don't have confidence. It's just providing as many examples as possible."

CALLER 7

“

"Just understanding more use cases where it had been successfully deployed would be happy to contemplate where it might make sense."

CALLER 6

Key Findings

“

“For me, I think for me, it would just be probably being provided with the exact elevator pitch of how you'd want that to be said if I was to go and describe that to someone.”

CALLER 19

“

“Maybe if Candidly AI or like Noah/Jackson had a list of talking points or call to actions or selling points to talk through other organizations and for it to be easier to sell to people.”

CALLER 16

A Room That Wants to Sell It

The asks here are not hesitation. They are the questions a salesperson asks before a call: what do I say, what do I show, what do I send. Caller 4's idea is the most operational, a tailored demo link for a specific prospect so they hear their own use case. Caller 10 described what the client should feel at the end of the engagement, and it is the right closing line for the whole report.

“

“Well, I think you just described it. They handle it. Make the onboarding simple and you just get the results.”

CALLER 10

What They Asked For Next

01

The Pitch, Word for Word

Supporters want the exact language so their introduction sounds like the company rather than a paraphrase of it.

“*For me, I think for me, it would just be probably being provided with the exact elevator pitch of how you'd want that to be said if I was to go and describe that to someone.”*

CALLER 19

02

Examples They Can Point At

Deployed use cases, in sectors a prospect will recognize, so the first question from the buyer already has an answer.

“*Just understanding more use cases where it had been successfully deployed would be happy to contemplate where it might make sense.”*

CALLER 6

03

A Link They Can Send

A tailored demo agent for a specific prospect, so the organization hears its own problem rather than a generic one.

“*I think what will give me more confidence is doing more live demos and maybe having an interactive link just like this kind of sent out to an organization, but almost like tailoring it to that organization so that they can see it firsthand how important it would be to have Candidly in their business.”*

CALLER 4

Conclusion

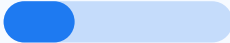
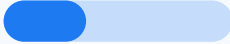
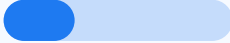
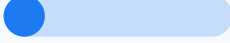
Nineteen people sat with a Candidly AI agent for a median of six minutes and produced more than 10,000 words about the company. They described it the way the company would. They compared it to a survey without being asked and found the survey wanting. They remembered the follow-up question a week later. They placed it in nine lines of work it has never been sold into. And a third of them said they were ready to introduce it.

That is what a conversation returns that a form cannot: not a score, but the words of people who understand the product well enough to sell it. The company's job now is to hand them the pitch, the examples, and the link.

Coverage

Every caller is quoted at least once; reach below is computed from the report's own quotes.

REACH BY SECTION

1. Hear From All of Them, Not Just a Few:		9 of 19 callers
2. Better Than a Survey, in Their Words:		6 of 19 callers
3. The Follow-Up Question:		7 of 19 callers
4. Smooth, Fast, and Trusted:		6 of 19 callers
5. Where They Would Use It:		8 of 19 callers
6. Ready to Introduce It:		9 of 19 callers
What They Asked For Next:		3 of 19 callers

Coverage

REPRESENTATION BY CALLER

	1	2	3	4	5	6	ASKED FOR NEXT	
Caller 1	☐	☐	☐	☐	☐	☒	☐	quoted 1 time across 1 section
Caller 2	☐	☒	☐	☐	☒	☐	☐	quoted 2 times across 2 sections
Caller 3	☒	☐	☒	☒	☐	☐	☐	quoted 3 times across 3 sections
Caller 4	☒	☒	☐	☐	☐	☒	☒	quoted 4 times across 4 sections
Caller 5	☐	☐	☐	☒	☒	☐	☐	quoted 2 times across 2 sections
Caller 6	☐	☐	☐	☐	☒	☒	☒	quoted 3 times across 3 sections
Caller 7	☒	☐	☒	☐	☒	☒	☐	quoted 4 times across 4 sections
Caller 8	☐	☒	☒	☐	☒	☐	☐	quoted 4 times across 3 sections
Caller 9	☒	☐	☒	☐	☐	☐	☐	quoted 2 times across 2 sections
Caller 10	☐	☐	☐	☐	☐	☒	☐	quoted 1 time across 1 section
Caller 11	☒	☒	☐	☒	☐	☐	☐	quoted 3 times across 3 sections
Caller 12	☒	☐	☐	☒	☒	☐	☐	quoted 3 times across 3 sections
Caller 13	☒	☒	☐	☐	☒	☐	☐	quoted 3 times across 3 sections
Caller 14	☐	☐	☐	☐	☐	☒	☐	quoted 1 time across 1 section
Caller 15	☒	☐	☐	☒	☐	☐	☐	quoted 2 times across 2 sections
Caller 16	☒	☐	☒	☐	☐	☒	☐	quoted 3 times across 3 sections
Caller 17	☐	☐	☐	☒	☐	☒	☐	quoted 2 times across 2 sections
Caller 18	☐	☐	☒	☐	☒	☐	☐	quoted 2 times across 2 sections
Caller 19	☐	☒	☒	☐	☐	☒	☒	quoted 4 times across 4 sections