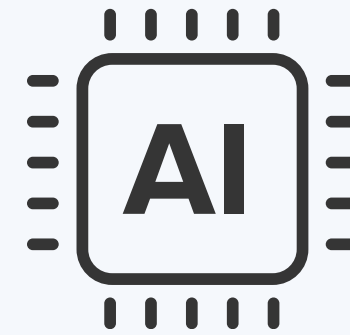


# THE BREAKTHROUGH PLAYBOOK

A practical playbook on how Logit embeds  
AI into real research workflows.



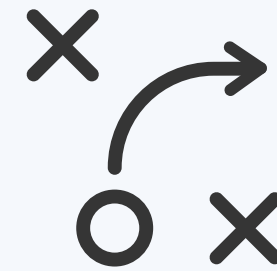
# WHAT'S INSIDE



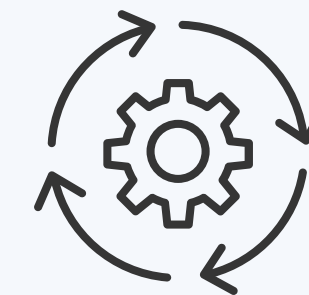
**A practical framework for using AI without breaking the workflow around it.**



**Three examples: questionnaire prep, data quality, and coding.**



**How Logit fits into existing client teams and processes.**



**Why process turns innovation into breakthrough.**



**UNIFORM PROCESS**



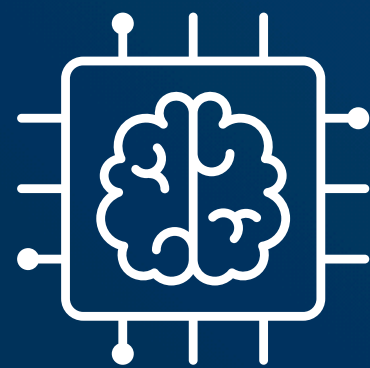
**INTEGRATED TOOLS**



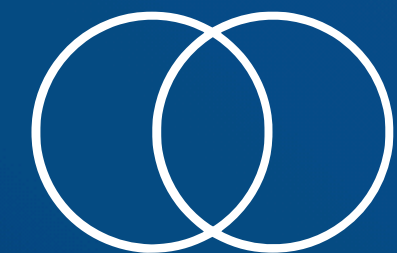
**RESEARCH ACUMEN**



**QUALITY CONTROLS**



**TECHNOLOGY**



**PROCESS OVERLAP**

**WHERE  
BREAKTHROUGH  
HAPPENS**

# BREAKDOWN HAPPENS WHEN

- AI is used in disconnected steps
- Tools add complexity instead of reducing friction
- Bad data is discovered too late
- Manual handoffs create delays and rework





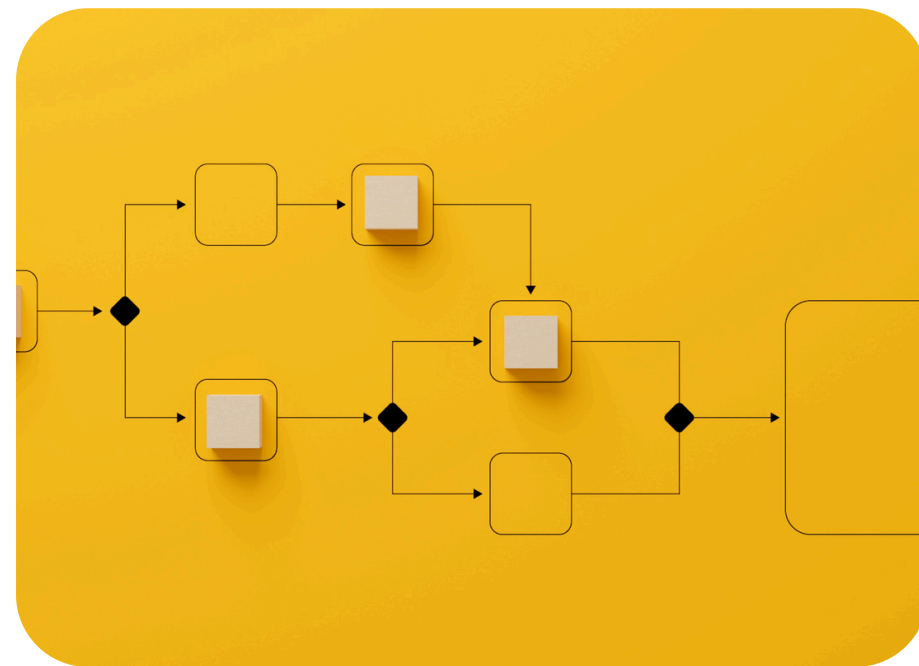
# BREAKTHROUGH HAPPENS WHEN

- AI is embedded into the workflow
- Research acumen shapes how the tools are used
- Quality checks overlap across the process
- Speed and rigor improve together

# WHY LOGIT?

**The challenge is not just adopting AI.**

The challenge is making it work inside real research operations.



## What We Bring

Deep field execution knowledge paired with innovation that solves real workflow problems.



## How We Help

Reduce manual work during launch preparation while protecting data quality earlier in the fielding process.

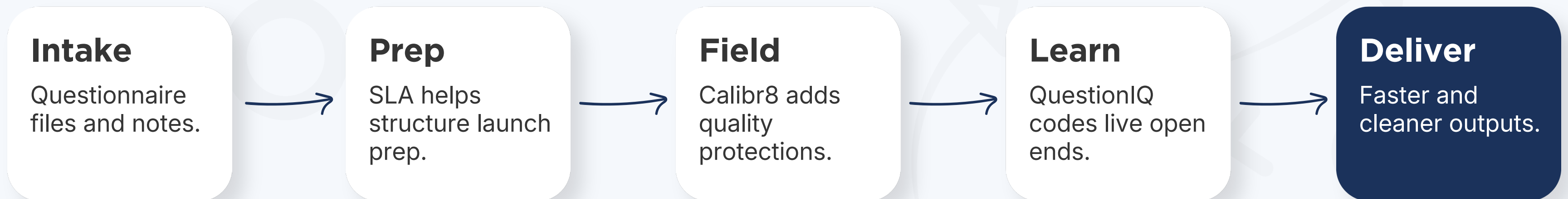


## How We Fit

Built to work inside existing platforms and survey instruments alongside internal teams and partners.

# HOW LOGIT INTEGRATES INTO EXISTING WORKFLOWS

We do not ask clients to rebuild everything around a new tool.  
We embed the right tools into the process they already use.



# WORKFLOW EXAMPLES

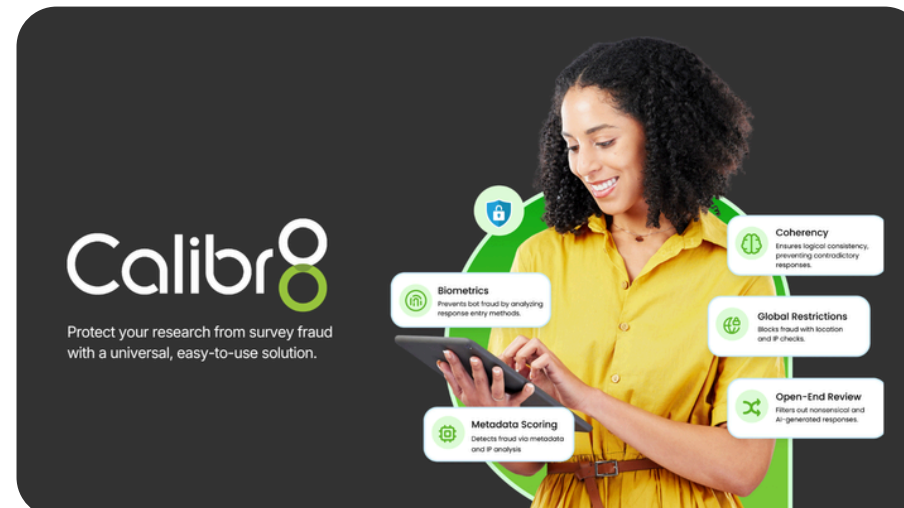
These are practical examples of how AI can strengthen the process before launch, during fielding, and as learning starts to take shape.



Before Launch

## AI Questionnaire Prep

Use SLA to turn raw files into a cleaner and faster starting point for programming.



During Fielding

## AI-powered Data Quality

Catch bad traffic and risky patterns earlier with Calibr8.



As Data Comes In

## AI coding in Real Time

Turn live open ends into structured signals faster with QuestionIQ.

# AI QUESTIONNAIRE



**Survey Lifecycle Automation (SLA) helps reduce launch friction by accelerating the way questionnaires are parsed, structured, and prepared for programming.**

**/1**

## **Client Sends files**

Word docs, PDFs, notes, and version history arrive as they normally would.

**/2**

## **SLA Structures the Intake**

AI helps parse key elements and organize the material into a cleaner starting point.

**/3**

## **Logit Reviews and Refines**

The team validates the output and gets the study launch-ready.

# AI QUESTIONNAIRE



## Client Outcome

- Faster visibility into the themes that matter most
- A shorter gap between collecting feedback and acting on it
- A quicker route to insight sooner



# AI DATA QUALITY



**Calibr8 helps improve trust by catching bad traffic and risky behavior earlier in fielding.**

/1

## Study Launches

The client keeps using the current platform or survey instrument.

/2

## Calibr8 Layers In

Quality signals help screen traffic and flag risky response behavior earlier.

/3

## Data Gets Protected

Issues are surfaced before they have more time to distort final outputs.

# AI DATA QUALITY



## Client Outcome

- Better trust in the data flowing into reporting
- Stronger quality without rebuilding the project around a new system
- Cleaner data and more confidence



# AI CODING

QUESTIONIQ

QuestionIQ helps clients move from raw verbatims to usable themes faster while fieldwork is still live.

/1

## Responses Start Coming In

Open-ended feedback enters the study during live fieldwork.

/2

## QuestionIQ Codes Live

Mentions and themes are organized in real time as responses arrive.

/3

## Reporting Gets a Head Start

Teams can learn sooner and move toward storytelling faster.

# AI CODING

QUESTIONIQ

## Client Outcome

- Faster visibility into the themes that matter most
- A shorter gap between collecting feedback and acting on it
- A quicker route to insight sooner



# HOW THIS HELPS BRANDS & AGENCIES

The model works for both, but the value shows up slightly differently depending on where you sit in the process.

## For Brands

- Reduce operational friction around fieldwork
- Strengthen confidence in the outputs shared internally
- Use AI in a way that improves quality, not just speed
- Get more value from the data you are already collecting

## For Agencies

- Extend capability without adding more internal burden
- Protect delivery on the steps that create drag
- Bring clients stronger quality and faster learning
- Use Logit as an execution and innovation partner

# ENGAGING LOGIT

**You do not need a full transformation project to get started.**

Most good engagements begin with one workflow problem that needs to move faster, cleaner, or more confidently.

/1

## Identify the Pressure Point

Is the friction happening in questionnaire intake, data quality, open-end coding, or overall process continuity?

/2

## Map the Current Workflow

What platform, survey instrument, team setup, and delivery model are already in place?

/3

## Embed the Right Solution

Logit helps layer the right tool and operating support into the workflow instead of replacing everything around it.

/4

## Scale What Works

Once the first improvement proves useful, the model can extend to other parts of the process.



# READY TO GET STARTED?

If you are looking for a partner who can modernize the workflow around your research without sacrificing rigor, Logit is ready to help.

[Send Us Your Bid or RFQ](#)

