



THE AI-INTERVIEW PLATFORM GROUNDED IN SCIENCE

Harness human intelligence at scale

How Savo pairs measurement science with AI agents to listen to your people at scale, know when it has heard enough, and give you findings you can defend in the room where the decision gets made.

savo.ai

OVERVIEW

Decision-grade evidence for any business question

Savo™ designs, runs and analyzes AI-led voice conversations grounded in measurement science. You can turn any business question into a measurement-grade Signal Event™ interview, run it with hundreds or thousands of people at once, and get insights that are trusted, comparable and defensible.

How it works

01 Savo Event Studio™

Designs the Signal Event interview, grounded in measurement science.

02 Campaign

Send one link to hundreds or thousands of participants at once.

03 Savo Session™

AI-moderated and asynchronous. Each conversation measures, adapts and draws out context.

04 Savo Insights™

Turns decision-grade evidence into insights that are ready to use and defensible.

Surveys reach everyone but miss the reason behind the score. Interviews capture the reason but cannot reach everyone. Savo gives you both by pairing AI with Savo Signal Science™, which decides what counts as evidence before anyone speaks.

METHOD	WHAT IT GIVES YOU	WHAT IT COSTS YOU
Survey	Scale and rigor	A score that tells you what happened, never why
Interview	Depth and rigor	Limited reach, and each interviewer adds their own bias
Focus group	Partial depth and scale	Group pressure shapes what people say
Signal Event interview	Depth, scale and rigor	One method, run the same way for every participant

88%

of participants rate Savo good or excellent

75%

prefer a Savo conversation to a survey

95%

feel comfortable sharing openly and honestly

99%

of participants take part through to the end

Decide what counts as evidence before anyone speaks

A Signal Event interview is a structured measurement instrument. It is designed in advance to draw out specific kinds of evidence, scored against dimensions set before the first conversation, with every output traceable to the words that produced it.

- 1 Define the dimensions**
 You set what you are measuring before anyone joins, such as psychological safety or manager effectiveness. Many AI conversation tools skip this step.
- 2 Write the signal anchors**
 Each dimension carries behavioral anchors: documented criteria for what evidence looks like at each score level.
- 3 Build the facilitation guides**
 Each guide covers one topic and carries saturation criteria, a written definition of what counts as enough on that topic.
- 4 Match the interview mode**
 Each event uses one of the four modes below, matched to what it needs to draw out and grounded in a validated method.

THE FOUR INTERVIEW MODES

Explore & Discover Open conversation that follows the threads people raise. Field and customer intelligence.	Profile & Characterize Dimension-by-dimension coverage that builds comparable profiles. Engagement and talent.	Recall & Reconstruct Walks through a specific past event step by step. Win and loss reviews.	Intake & Triage Gathers structured information efficiently, for output that feeds a downstream workflow.
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Savo Event Studio™

Describe your business question and Event Studio drafts the event, grounded in Signal Science methodology. Its Research Provenance panel shows whether each dimension is grounded in research literature, derived from domain knowledge, or flagged as having thin evidence. Your first Signal Event can be running in under 5 minutes.

Agents tuned to the science

Participants experience one natural voice conversation on any device. Behind it, several specialized agents work together on every turn. The interviewer does not score, and each agent is accountable for a different source of error.

MEET THE AGENTS

Safety check Reviews every participant turn first, for off-topic content, sensitive disclosures and signs of distress.	Interviewer The voice participants hear. Curious and unscripted, and instructed to avoid leading questions.	Signal monitor Runs in parallel, judging how much useful evidence each topic has and what is still needed.	Coordinator Keeps each turn flowing, manages timing and closes the session when it has run its course.
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How Savo knows it has heard enough. The signal monitor tracks evidence against each guide's saturation criteria while the conversation is live. Savo probes deeper where evidence is thin and moves on when a topic is saturated, so it respects the participant's time.

 Thin Probe deeper	 Building Follow the thread	 Saturated Move on
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10 min

average Signal Event interview, voice-first

~1,325

words of structured reasoning per interview, where a survey item returns one data point

Two ways to uncover the why

Every Signal Event interview uncovers the why behind what people experience. A construct-based event places that why on a scale, so you can score and compare it. A discovery event lets it surface as themes, with no scale. Both use the same evidence standard, and Event Studio picks the type for you.

CONSTRUCT-BASED EVENT

Measures the qualities you name

WHAT IT IS

You decide in advance what to measure. The event carries dimensions with definitions, signal anchors and scoring criteria.

SELECTED WHEN

You know what you want to measure, need scores that compare across participants, or plan to track the same measures over time.

WHAT YOU SET UP FRONT

Dimensions such as Psychological Safety or Manager Effectiveness, each with written criteria for every score level.

WHAT THE REPORT GIVES YOU

A score and tier for each dimension, with the quotes behind it, plus intersections and themes that came up on their own.

DISCOVERY EVENT

Explores a topic openly

WHAT IT IS

The event starts from a topic instead of a set of measures. It carries a short list of topics worth attention, with no fixed idea of what will be found.

SELECTED WHEN

You are entering a new area, cannot yet define specific measures, need to understand surprising results before re-scoring, or naming the answers in advance would defeat the purpose.

WHAT YOU SET UP FRONT

Topics to explore. No dimensions and no rubric fixed in advance.

WHAT THE REPORT GIVES YOU

Two things, kept separate: what people said about each topic you set out to cover, and themes that emerged without being asked about. There are no scores, so there is no Analysis tab.

What each report contains

Construct-based report

Includes an Analysis tab

HEADLINE

The single most important thing the campaign found

DIMENSIONS

Competitive Confidence

Tier, X of Y heard, score distribution, findings with quotes

4.2/5

Strength

INTERSECTIONS

Where two dimensions meet

Says something neither dimension says alone

CAME UP ON ITS OWN

Theme people raised themselves

Evidence label

WHO WE HEARD FROM

Heard and not heard on each dimension

With the average, spread and dimension definitions

Discovery report

No Analysis tab

TOPICS EXPLORED

Topic you set out to cover

What participants said about it

Topic nobody reached

Named as unreached, because that is itself a finding

WHAT EMERGED

Theme nobody asked about



Theme nobody asked about



Themes are ordered by the strength of the evidence behind them.

Simplified outline of report contents, not a product screen.

Findings you can trace, check and act on

Whichever type of event you run, you should never have to take a finding on faith. Every finding is grounded in at least one real participant quote, and every number is computed from the session data.



What holds for every event

Separation of roles The interviewer does not judge the evidence. A separate monitor runs in parallel.	Evidence gating When a conversation gives too little evidence, the person is left out rather than guessed at.	Traceability Every finding links back to the language that produced it, auditable at the sentence level.	A clear boundary Reports stop short of recommendations, which depend on cost and context Savo does not have.
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EVIDENCE TYPE	WHAT IT IS	EVIDENCE LABEL	SUPPORT BEHIND A FINDING OR THEME
Story	A recalled experience with concrete detail. The strongest evidence.	Strong	At least 1 in 5 participants, with rich supporting quotes
Example	A concrete instance, without the full story	Moderate	About 1 in 10 participants, with consistent quotes
Claim	A general belief, without a specific instance	Limited	Real signal, just thinner

Quotes appear under a pseudonym by default, and findings are reported at the group level.

DISCOVERY EVENTS

The science stays in place when there is nothing to score

A discovery event has no dimensions or rubric, and it keeps the same evidence discipline.

Same structured protocol

Explore & Discover follows a structured protocol, so every participant gets the same core framework with adaptive follow-ups.

Themes ranked by evidence

What emerged is ordered by the strength of the evidence behind each theme, and you can filter it by evidence type.

Same evidence trail

The report opens straight into the evidence, with the same feed, filters, search and quote cards as a measurement report.

No topic is dropped

A topic nobody reached is named as unreached, because an area no one raised is itself a finding.

PUBLISHED VALIDATION How Savo measures up Savo's own internal research, published and labeled as such. Savo states that no other AI interview vendor has published validation studies.	.59 mean convergent validity against established instruments the same person completed in the same sitting (p < .001)	.44 heteromethod correlation, so discriminant validity holds	53% → 77% preferred the conversation to a survey after taking one
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What Savo actually does for your teams

Use cases for people, program, services and revenue teams. Each one starts with a question your team needs answered, runs short voice conversations with the people closest to it and returns traceable findings.

NEW LEADERS · PEOPLE TEAMS

New Leader Listening

How does my new organization actually run, before I commit to a direction?

A leader new to their role invites everyone in their organization to the same short voice conversation. The leader sees, in their people's own words, how work moves, whether people know what matters, and what it feels like to work there. Themes come back with quoted evidence and no names attached. People teams can offer it to every leader they bring in or promote.

PEOPLE AND OPERATIONS TEAMS

AI Transformation & Work Redesign

How is our organization actually adapting to AI?

The Savo AI Transformation System of Events™ looks at the same change from four perspectives: employee, manager, process owner and the leader who funded it. Start with three events in one quarter: Work Composition & Waste, AI Oversight & Capacity Reinvestment, and AI Readiness Baseline.

PROGRAM TEAMS

Transformation program pulse

Is our program on track, and where is the friction?

Program teams have the same voice conversation on a regular cadence, scored on role and goal clarity, cross-team coordination and psychological safety. A shorter pulse covers stakeholders. The event stays the same, so you see what changes.

PEOPLE TEAMS

Employee Engagement Reinvention

What sits behind our engagement scores?

Replace your Likert-scale engagement survey or run alongside it. In a short voice conversation, people explain what a 1-to-5 rating cannot, and you still get scores you can compare wave over wave, with the reasons attached.

SERVICES AND IMPLEMENTATION TEAMS

Implementation scoping intake

What does this client actually need before we scope the work?

Short voice interviews with each client stakeholder replace long discovery workbooks and manual follow-ups. Savo turns their answers into a structured intake, ready to scope the services work and hand off to delivery and system configuration.

REVENUE TEAMS

Good to Great

What are our best sellers doing, and how do we replicate it?

Top sellers walk through real deals in short voice interviews: where the use case came from, what proof the buyer asked for and what held up as the deal moved. Savo turns their answers into a shared record of what works, so the rest of the team can learn it.

Stop guessing. Start knowing.

Bring a decision your team is facing. We will show you the event design, the conversation and the evidence trail.

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Sources: participant figures from savo.ai; methodology, scoring, report contents and interview modes from the Savo knowledge base; interview length, word count and validation figures from the Savo blog post "The Two Clocks" (August 2026); report outline from the Savo sample AI Readiness Pulse report.

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