REDDIT CONSUMER RESEARCH | REAL DATA SAMPLE

AI Meeting Notetakers: What 856 Real Discussions Say

A working sample of the Insight Report deliverable. 72,853 records collected across five communities, filtered to 856 qualifying records (328 posts, 528 comments), each tagged with theme, evidence depth, brand and sentiment.

Data collected 18 Aug 2026 | 12-month rolling window | Quotes come from public threads; brands in negative quotes are redacted

If you only read one box: three findings

1. Consent comes up far more than accuracy (71 vs 19 records); the top-scoring privacy post (76 upvotes) is about AI notes taken without permission.
2. Mention volume and satisfaction are different things. Granola has 44 mentions and no negative ones; Teams Copilot (44 mentions) is often described as already approved by IT.
3. Workflow and integration is the #2 theme (198 records, 23%): users describe good summaries that they still paste into their CRM by hand.

REDACTED SAMPLE: negative brand findings are blacked out in this public copy.

1. Research Questions

- What frustrates users about AI meeting notetakers?
- Which tools do users actually recommend, and for what stated reasons?

Both questions are answered directly in section 7.

2. Method and Coverage

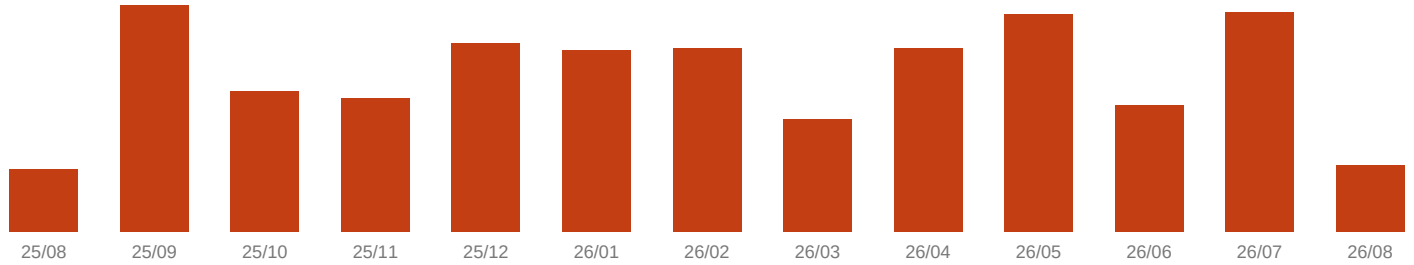
Five candidate communities were tested; four were kept, one rejected. 72,853 raw records were collected, then filtered for genuine relevance down to 856 qualifying records (1.2%) - the rest is keyword noise that would have distorted the counts below. The filtering is the work.

Community (kept)	Why
r/productivity	Largest volume in the study: individual users, tool experiments, burnout stories
r/sales	Revenue teams, tool stacks, pricing talk
r/projectmanagement	Meeting-heavy workflows, minutes and stakeholder notes
r/ExecutiveAssistants	Minute-taking is part of the job

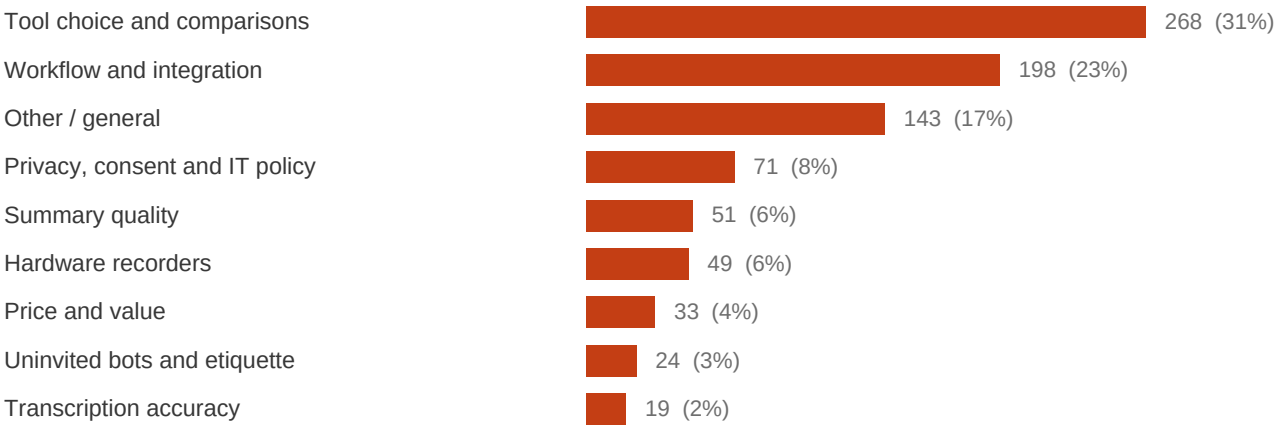
Community (rejected)	Why
r/consulting	Feasibility audit: only 0.24% of 10,486 posts touch the topic - too little discussion for this category

Each record carries a theme, an evidence-depth grade (1 = mention, 2 = real experience, 3 = specific numbers/comparisons/failure detail: 371 / 328 / 157), and brand-sentiment labels. 209 records were flagged as likely vendor self-promotion and excluded from all sentiment counts - vendor self-promotion is common in this category.

Monthly volume of qualifying discussions - steady, not a spike (first and last months are partial):



3. Findings by Theme



Tool choice and comparisons (268 records, 31% - the #1 theme)

Many buyers turn to Reddit rather than vendor pages: they crowdsource their stack and ask strangers to sanity-check it. Three decision criteria repeat across the thread pool: does IT/security sign off, does it reach the meetings I actually have

(in-person included), and will the price survive scale.

> *"Run a 2 hour client workshop, spend another 2-3 hours documenting it. Then the client reads it and says that's not what we agreed on lol. Back to square one."*
> r/projectmanagement - 9 points - the pain behind the search

> *"Just started a new role as a founding AE and could use some help from this sub to help finalize my reccos for our GTM stack."*
> r/sales - 63 points - a founding AE crowdsourcing a stack decision

> *"Have you looked into Fathom? Someone here recommended it to me when I was looking to replace Rewatch and it's excellent and my security-savvy CEO loves it too."*
> r/ExecutiveAssistants - 9 points - security sign-off as a deciding criterion

Workflow and integration (198 records, 23% - the #2 theme)

Users describe tools that capture meetings well but leave the follow-up to them: playback time, manual CRM paste, exports that are not connected.

> *"Recording meetings seemed like a productivity hack until I realized the playback time was killing me"*
> r/productivity - 101 points (highest in theme) - permalink in dataset

> *"My $100/mo AI notetaker writes a gorgeous, Shakespearean summary of my calls... that I still have to manually copy-paste into Salesforce. Remind me how this saves time?"*
> r/sales - 38 points - permalink in dataset

Privacy, consent and IT policy (71 records)

The theme's top-scoring post is not about features, and the theme ranges from etiquette to governance: consent scripts, data-training terms, IT bans.

> *"I'm noticing A LOT of corporate people sending out obviously ai-written notes after internal and external meetings where transcript/recording was NOT turned on... Is everybody just paying for Otter or another ai note service and I'm the schmuck taking actual notes?"*
> r/sales - 76 points - permalink in dataset

> *"there doesn't seem to be one audio transcriber tool that is data safe. I used to use [Brand D] but then I realise if I don't buy their enterprise account the data is going to be used for training"*
> r/ExecutiveAssistants - 18 points

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> *"We use Gong at my workplace and explain it to the client as "this allows us to be fully present for the conversation while also have a great record of what we discussed""*
> r/productivity - 20 points - a consent script a Gong user describes

Summary quality (51 records)

> *"half the time it flags random comments as action items and misses the actual decisions"*
> r/productivity

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> *"the search across old meetings is the killer feature honestly, being able to find "what did we agree on pricing" from 3 weeks ago is worth it alone"*
> r/productivity - same thread: what this user values (search over old meetings)

Price and value (33 records)

Individual tools read as cheap; enterprise suites read as expensive. In the gap between "$25/month out of my own pocket" and a five-figure quote, buyers ask for cheaper alternatives.

> *"They're like $25/mo and I find them so useful I pay out of my own pocket"*
> r/sales - a user paying personally rather than waiting for procurement

> *"We've been looking at [Brand G] for our sales team (5-7 reps) but the pricing is insane for our stage, got quoted around $20k+ per year"*
> r/sales - 11 points

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Uninvited bots (24 records)

Low count: users describe bots that join meetings uninvited, and whole threads ask how to remove them.

> *"[Brand F] invaded a meeting I ran when an outside attendee brought it in unknowingly... It messed up my meetings. Worse than a virus."*
>
> r/ExecutiveAssistants

BRAND REDACTED IN THIS PUBLIC SAMPLE

Transcription accuracy (19 records)

Accuracy is a small theme in this study: accents and non-native speakers, crosstalk, speaker attribution. When users praise accuracy, they describe it as the foundation for everything else.

> *"I run a tiny HR firm. we manually screen candidates, and most are non-native English speakers while interviews are in English. looking for an AI note-taker that captures everything and makes clear summaries. tried one, didn't work."*
>
> r/productivity - 77 points - an accuracy need for non-native speakers

> *"The most important thing is transcript quality, everything else depends on it. I've been using Granola and it's been really effective on that."*
>
> r/sales - transcript quality as the reason behind a recommendation

Hardware recorders (49 records - the capture gap)

Settings laptops do not cover well: large rooms, in-person meetings, compliance-restricted settings. A dedicated concept-validation cut of this theme is available as a separate sample.

> *"I shockingly found my Plaud note pro to do really well in a large meeting room. There were about 40 people present and I was seated a bit far from most of the speakers and it picked up everything."*
>
> r/ExecutiveAssistants - one user's 40-person-room experience

4. Signature Evidence: What Depth-3 Looks Like

157 records carry depth-3 evidence - specific numbers, comparisons or failure detail. One example of what that grade means in practice:

- The governance incident: an employee learns their own performance rating from an AI recap that auto-mailed itself to the wrong audience -

  > *"today i received an ai recording of a meeting recap... during the recap i saw that the exec team was evaluating employees and i was placed in the low performance, low potential box"*
  >
  > r/ExecutiveAssistants - 14 points - a governance risk story

> **In a client report, a tagged and linked quote bank of depth-3 evidence can be included as agreed in the Fiverr offer.**

5. Where Each Theme Lives

The same market reads differently by community - sales talks price and stacks, EAs fight uninvited bots and hardware limits, productivity debates whether the tools help at all. This table can serve as a targeting map for content or outreach.

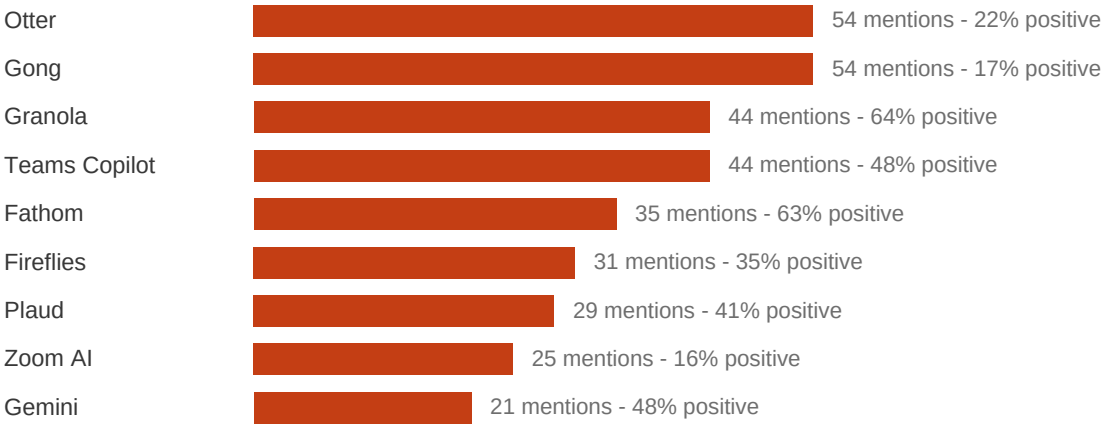
Theme	r/productivity	r/sales	r/projectmanagement	r/ExecAssistants
Tool choice and comparisons	124	80	26	38
Workflow and integration	61	59	58	20
Privacy, consent and IT policy	17	16	26	12
Hardware recorders	24	9	8	8
Price and value	7	24	2	0

Theme	r/productivity	r/sales	r/projectmanagement	r/ExecAssistants
Uninvited bots and etiquette	11	1	7	5

- r/productivity: individual users, tool churn, burnout stories
- r/sales: stack decisions, enterprise pricing complaints, ROI language
- r/projectmanagement: minutes, stakeholder writeups, Jira/Asana handoffs
- r/ExecutiveAssistants: minute-taking is part of the job; bot incidents and hardware needs come up often here

6. Brand Landscape

Mention volume below (bar length), with each brand's positive share labeled. Self-promotion is excluded from every count. Negative breakdowns are redacted in this public sample.



How each name reads in the threads:

- Otter - tied for the most mentions (54) in the study.
- Gong - tied for the most mentions (54); discussed in team stack and call-recording decisions.
- Granola - zero negative mentions across 44 appearances; praised for staying invisible (no bot in the room) and for transcript quality.
- Teams Copilot - often described as already approved by IT ('I don't trust anything else').
- Fathom - specific praise, including security-team sign-off stories.
- Fireflies - some users pay for it out of their own pocket.
- Plaud - the hardware option users mention for large rooms and in-person capture.
- Zoom AI / Gemini - bundled with meeting platforms many teams already use.

7. Bottom Line

In this study, transcription quality is a small share of the frustration (19 of 856 records). Most of it sits elsewhere: consent and IT policy (who allowed this bot in?), the last mile into CRMs and task tools (gorgeous summaries, manual paste), and uninvited bots that turn one user's convenience into a problem for other participants.

What gets recommended: tools that stay invisible (Granola, with no negative mentions, is praised for not sending a bot into the room), tools that are already approved by IT (Teams Copilot), and hardware for rooms where laptops struggle. The recommendation language is about trust and workflow fit, and rarely about transcription accuracy.

What this means depending on where you sit:

- Building or marketing a tool: lead with consent management and IT-approval collateral; close the CRM last mile; never let your bot be the uninvited guest.
- Buying for a team: the decision criteria that come up repeatedly in these threads are security sign-off, meeting coverage (in-person included) and price-at-scale - not feature lists.
- Advising a client: the theme-by-community table in section 5 is a ready-made targeting map; depth-3 quotes let a claim be shown with its source.

8. Limitations

- Vendor self-promotion is heavy in this category: 209 records flagged and excluded from sentiment counts. Residual astroturfing may remain.
- Reddit skews US-based, tech-forward and problem-reporting; silent satisfied users are underrepresented.
- Mention volume is not market share; it measures conversation, not sales.
- Public-sample redaction: negative brand findings are anonymized here.

9. Appendix: Sample Dataset Structure

Three rows of the actual tagged dataset (text truncated; the file carries full text and permalink):

type	subreddit	theme	brand/sent.	depth	score	text (truncated)
comment	r/ExecAssist	Privacy, consent a	Granola/pos	3	13	We use Granola. They can use...
comment	r/productivity	Privacy, consent a	Gong/pos	3	20	We use Gong at my workplace ...
comment	r/projectmgmt	Workflow and integ	Teams Copilot/pos	3	10	I've begun recording ALL mee...

record_type / subreddit / created_utc / score Provenance and engagement

theme One of the nine themes in section 3

depth Evidence depth 1-3; depth 3 = specific numbers, comparisons or failure detail

promo_flag Likely vendor self-promotion (excluded from sentiment counts)

brand / brand_sentiment Named tool and the author's stance toward it

text / permalink Full record text and a link back to the live thread

In a client project, the files and fields are agreed in the Fiverr offer.

What would this look like for your category?

This is a real study - every number is computed from the tagged dataset behind it. A client report applies the same method to your question; scope and deliverables are agreed in the Fiverr offer. Message me with what you want to find out - the feasibility audit runs before you commit.