

The Neuro CX of Trusting an AI Answer

Independent Behavioral Journey Audit of Perplexity's Public Answer Experience

Independent analysis by Pique Insights. Perplexity did not commission, sponsor, endorse, or participate in this study.

EVIDENCE BOUNDARY

Three public unauthenticated answer journeys, inline citations, source panels, follow-up controls, and current Perplexity-owned documentation. No internal research, user study, or causal experiment.

CENTRAL INSIGHT

Citation availability is not the same as decision confidence.

Perplexity is a strong evidence-oriented product. The opportunity is not simply to provide more citations. It is to make the evidence behind consequential recommendations easier to interpret.

FOUR FINDINGS

01 Authority builds faster than evidence strength becomes legible

02 Source access is strong; provenance interpretation remains user work

03 Calibration improves when explicitly requested

04 Follow-up creates control, but users must know how to interrogate the answer

THE DECISION-CONFIDENCE GAP

PERCEIVED CONFIDENCE

How convincing?

Clarity, coherence, structure, and authority cues.

EVIDENCE-SUPPORTED CONFIDENCE

How warranted?

Relevance, quality, independence, and sufficiency.

OBSERVED AND DOCUMENTED STRENGTHS

- Verification is close to the answer
- Source inspection preserves context
- Follow-up creates meaningful control
- Disagreement and uncertainty can be communicated well

THE DECISION

What Pique would recommend

Make evidence sufficiency and decision readiness more legible for consequential recommendations.

01 / P1

Add an evidence-readiness summary

For consequential recommendations, surface evidence mix, coverage, material disagreement, and unverified assumptions.

02 / P1

Add source-role and independence labels

Identify first-party/vendor, primary research, independent analysis, and journalism/commentary beside domain labels.

03 / P1

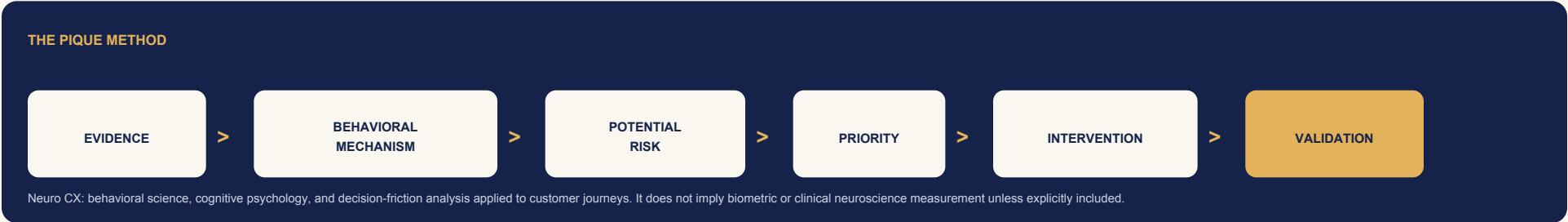
Add agreement / disagreement / unknowns

Make the evidence landscape scannable where sensitivity is material. Avoid a universal numeric confidence score.

04 / P2

Productize "Check this before I act"

Turn the verification follow-up observed in the inspected journey into a contextual action that may improve calibration.



PIQUE NEURO CX DECISION AUDIT

One critical journey. Behavioral diagnosis. Prioritized decisions. Validation roadmap.

Starting at \$12,500

piqueinsights.com