



News Release

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Ascribe Announces First Connector in Series for Leading Survey Platform Provider Qualtrics

Powerful Connector solution opens direct access from Qualtrics' survey tool to Ascribe's text analytics suite, enabling real-time classification and interpretation of unstructured data.

CINCINNATI, April 30, 2015 – Ascribe introduces the Qualtrics Connector, the first in its Connector series, enabling customers seamless transfer of verbatim comments from Qualtrics' research suite straight to Ascribe's integrated text analytics solution.

The Connector is developed and delivered by Ascribe, the leading provider of verbatim text analytics solutions for the world's most recognizable brands and research firms. It provides instant access to the best, easiest to use, most robust verbatim comment analysis available.

“The speed with which we are able to glean insights from customer comments is becoming increasingly important as the industry evolves and customers opt for real-time feedback on their own terms in their own voice,” explains Rick Kieser, Ascribe CEO. “Establishing this direct link with top survey platforms like Qualtrics is an important step in the evolution toward greater flexibility for both customers and researchers.”

Ascribe's first Connector works seamlessly with Qualtrics' existing Application Protocol Interface (API) survey platform, pulling all the unstructured data into a flexible, efficient portfolio of text analytics technologies to:

- Increase flexibility for researchers analyzing customer feedback
- Unleash and sharpen the insights drawn from free-form customer comments
- Increase the value and ROI on survey initiatives
- Improve speed to insights

“This new enabling feature will make research integration easier for our customers, and gives us access to a broader range of options to serve them,” affirmed Jeff Harvey, Qualtrics Director of Global Alliances & Partners. “We are always thrilled to see leading companies like Ascribe integrate with the Qualtrics platform.”



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The new Connector gives Qualtrics customers the ability to incorporate Ascribe's full range of text analytics technologies to classify, code and then visualize unstructured comments. Combining the accuracy of human precision with the speed of automated coding, these solutions deliver a highly flexible comment categorization platform that transforms customer input to insights.

Qualtrics and Ascribe customers have access to the added functionality now, with additional Connectors soon to follow.

Visit <http://www.goascribe.com/connector/> for more information.

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About Ascribe

Headquartered in Cincinnati and founded in 1999, Ascribe is the leading provider of verbatim text analytics solutions for the world's top research firms and many recognizable brands. Clients across 57 countries depend on the Ascribe integrated suite, using individual and/or integrated Ascribe technologies like Coder (semi-automated), Accelerator (machine learning) and Inspector (NLP) to gain accurate and actionable insights into the feelings and experiences of their customers. Ascribe analyzes more than 300 million open-ended customer comments per year, captured across a broad range of channels and in a myriad of languages. With Ascribe, companies make better, more-informed decisions through a deeper understanding of their customers and markets. Ascribe refers to Language Logic LLC, a Cincinnati-based private company doing business as Ascribe, and its integrated suite of products and their related services. Ascribe and each of its related products and services are independently trademarked. To learn more or request a demo, please visit www.goascribe.com.