ascribeaccelerator

## accelerate analysis
### Ascribe Accelerator™ Delivers Automated Results, at Lower Costs, with Human Precision

## situation at a glance

- **Staff reduction left a $40 billion firm with diminished coding capabilities**

- **Expensive text analytics tool did not deliver on productivity promise (too complicated, in-flexible, not precise)**

- **Volume of open-ended response data required flexible and precise, yet affordable tool**

- **Non-rules-based NLP technology that "learns by example" was implemented**

### challenge

Establishing the exact meaning behind consumer comments is at best a challenge. Categorizing 3.2 million verbatim comments a year economically is arduous. This was the challenge for one $40 billion global entertainment company that needed to process this volume manually with precision and reliability.

Seeking a way to reduce operating costs associated with its 26-staff coding department, the firm invested in an automated text analytics solution and cut its staff to six, based on the projected capabilities of the software.

Yet after two years, the software failed to provide the level of detail and precision required to fully pull meaning from its comments. The initiative was not successful and the company was left with a reduced coding staff and able to process only 700,000 responses a year, when the company needed to handle five times that amount.

### solution

In 2011, the company turned to Ascribe™ for an industrial-strength, yet affordable, automated technology that could simulate the preciseness of manual coding, but at the same time be flexible enough to fully categorize thousands of open-ended responses per hour.

The company finally realized its vision for increased productivity with minimal staff through Ascribe Accelerator™. The Accelerator program mimics manual (human) coding at a rate of tens of thousands of comments per hour. It does this by applying previous, human-coded examples to create a model to then automatically code new text, a practice called a "learning metaphor." In other words, Accelerator learns by example.

Through its natural language-processing technology (NLP), using a non-rules-based approach, the tool can handle texts in five major languages – English, Spanish, German, Italian and French.

### approach

Ascribe Accelerator tackled the entertainment company's problem by overlaying its own automated coding with examples from the firm's previous human coding. This first enabled Ascribe to categorize and analyze these new comments. Then, by applying sophisticated linguistic and pattern matching, Ascribe was able to adjust for any jargon or grammatical variations, basically "training" the model.

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words to wisdom

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### approach (cont.)

Once a small sample of comment examples was established, Accelerator created an automated coded model (ACM) to categorize all new content. Accelerator was monitored by the coding staff, which adjusted and improved the model by simply adding or subtracting comment examples, correcting miscoded examples and validating those that were accurate. This process was repeated until Accelerator achieved the desired results, processing large quantities of data with greater consistency, accuracy, detail and performance speed.
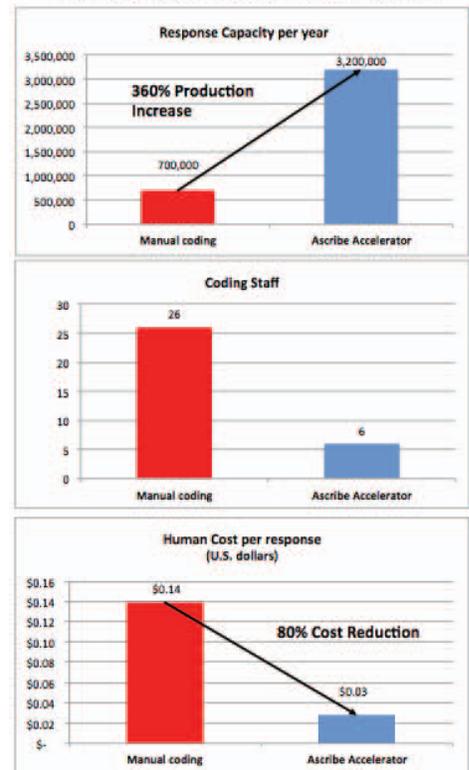
When the program was ready to launch, the staff of six was back on its way to handling the required volume.

### results

Accelerator's perfect combination of human training and automated coding is, in essence, a manual start with a push-button finish. The client realized dramatic reduction in human costs, while at the same time it increased productivity. Testing revealed:

- 96% of total responses were coded through automation.

- Productivity improved by nearly 400%, with Accelerator coding 603 responses per hour versus manual coding of only 122 responses per hour

- Human costs were reduced by 80%, to 3 cents per response from 14 cents per response.

- Response categorization consistently yielded accuracy scores of 85% to 95%. By turning to Ascribe Accelerator, the client realized its high-efficiency goal.

**Ascribe Accelerator™ enabled a small team to process 3.2 million responses per year by improving productivity and lowering costs.**

Response Capacity per year

360% Production Increase — 700,000 → 3,200,000

Coding Staff — Manual coding: 26, Ascribe Accelerator: 6

Human Cost per response (U.S. dollars) — Manual coding: $0.14, 80% Cost Reduction, Ascribe Accelerator: $0.03

### about ascribe

Ascribe is the only comment-management platform that provides companies – from market research experts to business users – with highly productive software and services to help them transform open-ended customer comments into meaningful insights. These insights can help lead to strategies for increasing revenue and/or enhancing customer satisfaction by transforming words into wisdom.

Founded in 1999, Ascribe now categorizes hundreds of millions of verbatim comments for Fortune 1000 companies and market research agencies throughout the world, including 10 of the top 20 global market research firms. Ascribe is accessed by customers in 57 countries.

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