



intelligent analysis

Market Strategies International cuts survey data processing time by 95% with Ascribe Intelligence™



situation at a glance

- A Honomichl Top 50 firm faced the daunting task of analyzing 200,000 verbatim responses with a multi-thousand category taxonomy
- Traditional market research coding was wholly incapable of delivering against the scope and deadline of the client project
- With Ascribe, comments coded per hour increased from 90 to almost 2,000, and the project produced superior, timely, and actionable insights
- A firm that once considered abandoning the coding of open data now analyzes more text than ever before

MARKET STRATEGIES INTERNATIONAL

challenge

Market Strategies, a US-based research consultancy ranked 20th in the Honomichl Top 50, was approached by a major membership organization to undertake a multi-study customer satisfaction program comprising 200,000 verbatim responses. Processing these comments was an unusually complex task with a taxonomy that had evolved into thousands of categorizations to capture every possible aspect of customer experience.

The categorization process demanded a high level of skill, and, compared with other projects, took three times as long. The method was too restrictive because the client needed to interrogate the data interactively and use it to respond to urgent questions raised in its business. The goal was to find a tool that the client's analysts could use, while reducing the effort needed to prepare the data.

solution

Market Strategies utilizes all three text analytic technologies provided within the Ascribe Intelligence™ Suite: Natural Language Processing (NLP), machine learning and semi-automated coding. According to Heather Dalton, coding and verbatim manager at Market Strategies, "We deliberately adopted a hybrid approach because our goal was to automate as much of this work as possible."

Codeframes or taxonomies are developed using Inspector, Ascribe's NLP module. These are then applied to the data in a machine learning phase, using Ascribe Accelerator, which classifies each new batch of data automatically. Human coders then use Ascribe Coder to look for exceptions.

Market Strategies has developed a master taxonomy that applies to all four of the client's tracking studies. The client's analysts can log into Market Strategies' web-based Ascribe portal to apply the taxonomy to their own unstructured data. "They have used it to analyze more than 200,000 transcripts from customer service interactions," adds Heather.



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solution (cont.)

After having once considered abandoning coding open data altogether, this client is now coding more data and analyzing more text than ever before.

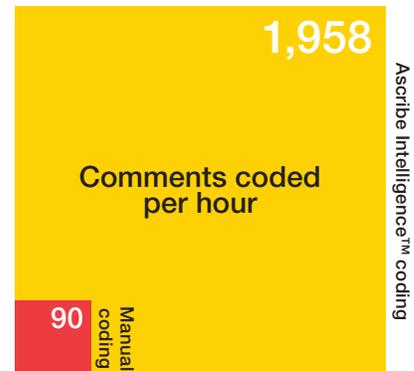
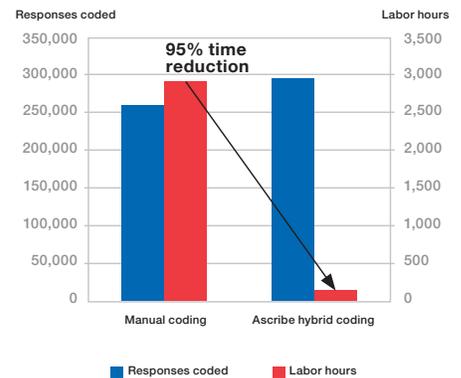
“Initially, our coders had some anxiety about Ascribe automating their job,” says Heather. “They did not see it making their jobs more engaging and wondered if it would compromise the value of human interaction. But, it would never replace them. Even using a hybrid or automated approach, you always need human intervention to ensure quality.”

Combining the three analytical methods has allowed Market Strategies to bring the voice of the customer into the heart of this client’s analysis of both market research and enterprise feedback management data.

results

- Labor reduced from 2,900 hours to just 150 hours, a 95% reduction
- Productivity increased by a factor of 21; just 5% of the effort previously required to achieve an equivalent result in preparing the data for analysis
- Enhanced quality control
- A new service for the client allowing it to interact directly with its customers’ feedback

Ascribe’s automated technologies delivered a dramatic boost in labor productivity while enabling easier insight generation for client.



about ascribe

Ascribe is the leading provider of verbatim text analytics solutions for the world’s most recognizable brands and research firms. Clients spanning 57 countries depend on Ascribe to gain real-time, 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.