

Our leading technology and experience allow us to deliver the highest quality and broadest range of coding services in the market today. As a result, Ascribe Solutions is uniquely able to offer four different service levels to support verbatim comment coding, giving our customers a choice as to how open-ended responses are classified, at the appropriate price point for their budget. We work with leading research teams of all sizes across the globe with varied goals, support needs and budget requirements, through the following range of service options:

Comprehensive Coding

This is the highest level of coding available. Many of the top 50 Honomichi companies use this level of coding as their standard. Our team does all coding, and each codebook is quality checked by a Director and Supervisor before delivery to the customer.

Services:

- ✓ Detailed & Precise – Human Coded
- ✓ Supervisor Quality Assurance Review
- ✓ All Responses Coded

Deliverables:

- ✓ Data File
- ✓ Summary Report
- ✓ Crosstabs w/ Banner Points
- ✓ Charts
- ✓ Detailed Codebook (Nets, Grammar, Descriptive Ideas)
- ✓ Ascribe Access Monitoring

Technology Assisted Coding

Coding Pattern Recognition – this is a mix of human coding and technology assisted coding. Codeframes are created and data is run through Ascribe Accelerator and then manually quality checked. A human coder then codes anything not coded by the machine.

Services:

- ✓ General Ideas Captured – Machine-assisted
- ✓ Supervisor Quality Assurance Review
- ✓ All Responses Coded

Deliverables:

- ✓ Data File
- ✓ Summary Report
- ✓ General Codebook (Nets, Generalized Ideas)
- ✓ Visualizations optional

Enhanced Text Analytics

All coding is done through Ascribe Inspector. Results are analyzed and sorted by our human coding team. This is an idea extractor, pulling out top themes, concepts, entities and sentiment to give a view of the data in a coded capacity.

Services:

- ✓ General Ideas Captured – Text Analytics Based

Deliverables:

- ✓ Summary Report
- ✓ Concepts Captured – List Format
- ✓ A Human Review Ensures Proper Grouping

Text Analytics

All coding is done through Ascribe Inspector. This is an analytic tool that pulls sentiment and concepts from responses and gives us a view of the key ideas being discussed in the data.

Deliverables:

- ✓ General Ideas Captured – Text Analytics Based
- ✓ Summary Report
- ✓ List Visualizations optional
- ✓ 100% Automated

**The service options above refer to Open Ended responses only. Final pricing is subject to a review of sample data.*

Service Options	Comprehensive Coding	Machine Assisted Coding	Enhanced Text Analytics	Text Analytics
Ascribe Solutions Verbatim Coding Service Offerings				
Detailed & Precise / Human Coding	✓			
General Ideas Captured / Machine Assisted Human Coding	✓	✓	✓	✓
Supervisor Quality Assurance Review	✓	✓		
All Responses Coded	✓	✓		
Data & Reporting Deliverables				
Data File	✓	✓		
Summary Report	✓	✓	✓	✓
Crosstabs W/Banner Points	✓			
Charts	✓			
Codebooks / Final Product Deliverables				
Strutured Final Codebook (Nets, Grammar, Descriptive Ideas)	✓			
General Codebook (No Nets, Generalized Ideas)		✓		
Concept Captured - List Format			✓	
List Format				✓
Ascribe Intelligence Suite - Tools				
Coder	✓			
Accelerator		✓		
Inspector			✓	✓
Illustrator	✓		✓	