

## Perspective - Connectors

Whether responding to a survey question or posting a social update, customers are sharing what they need, want, like and don't like in their own words on their own time. As the Market Research industry adapts to the customers' inclination toward real-time, free-form commentary, the relative value of unstructured data analysis in the Customer Experience equation is dramatically amplified.

### Collection Parity Challenge

Already using the optimal survey instrument to collect customer feedback? For any feedback program of any complexity, choosing the correct survey instrument is only part of the formula to generate high definition customer insights. If you don't factor in the next generation text analysis technologies, your insights will remain fuzzy.

### Differentiated Analytics Opportunity

Ascribe works seamlessly with any Application Protocol Interface (API) survey tool (like Qualtrics, Confrontit, Questback, Survey Monkey) to pull all the unstructured data collected into a flexible, efficient, portfolio of text analytics technologies on a real-time basis, and leverages robust, multi-technology verbatim comment analysis to:

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

Ascribe's leading suite of text analytics technologies delivers a highly flexible comment categorization platform that transforms granular input to HD insights that amplify the Voice of Customer and sharpen your Customer Experience Program.

#### A QUICK LOOK AT ASCRIBE

We are the leading provider of verbatim text analytics solutions, delivering fast, accurate and actionable customer insights.

We serve clients including the world's top research firms and many elite brands across 57 countries.

We analyze more than 300 million open-ended customer comments per year.

We access a broad range of structured and unstructured, social and traditional feedback channels.

We leverage a unique portfolio of text analytics technologies that connect with any API Survey Platform.

We customize easily for use in any language, with intuitive technology.

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