Analyze Verbatim Comments Instantly

Many online survey platforms have the ability to ask open-ended questions in order to gain specific feedback from customers, patients and/or employees. But open-ended questions are difficult to analyze and often must be manually coded, which takes time and people to manage it. With Ascribe's Application Protocol Interface (API), and advanced Natural Language Processing (NLP), verbatim comments are automatically categorized for sentiment and concept extraction and delivered to the survey platform, providing real-time results.
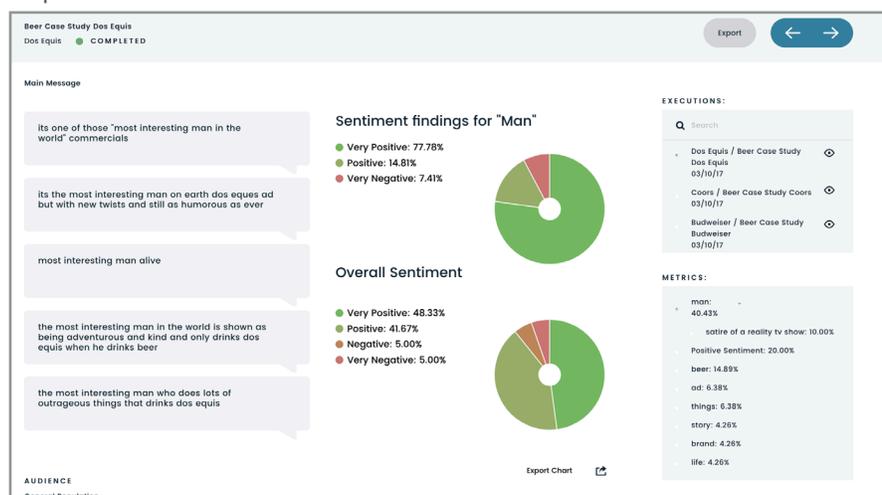
Seamless Integration with Ascribe's API

Ascribe's API integrates seamlessly with any survey tool, including Qualtrics, Confirmit, Questback, Survey Monkey, PopResearch, etc. As an example, Ascribe analyzes all verbatim comments for PopResearch.com, an automated online research platform. Ascribe's API provides PopResearch a simple and cost-effective way to receive high quality insights for verbatim comments in milliseconds.

Enhance Study Effectiveness

By receiving verbatim comment analysis in real-time, researchers can include them in their survey branching logic. This allows them to reduce the number of questions and gain incremental learning by combining both closed-ended and open-ended questions. This is especially powerful for ongoing trackers, creative tests and other routine studies; giving researchers the ability to deliver a good survey experience and gain exponential insights within one survey.

PopResearch Interface

Overview

- Instantly analyze verbatim comments from open-ended survey questions
- Seamless integration with leading survey platforms
- Ability to increase insights, reduce survey length and enhance user experience

How it works

1. Submit one or more comments to the Ascribe API
2. The API responds in real-time with text analytic findings for each comment containing:
   - Topic (the subject)
   - Expression (expression of sentiment)
   - Extract (portion of comment that yielded the finding)
   - Sentiment score (-2 strong negative to +2 strong positive)

Benefits

- Improve usability of customer feedback
- Increase flexibility and productivity for researchers
- Improve speed to insights
- Shorter survey for an enhanced user experience

FOR MORE INFORMATION, CONTACT

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