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Quickly and easily analyze complex textual data sets with new Ascribe CX Snapshot

Ameritest leverages new tool to analyze complex research data to quickly and easily identify actionable insights for advertising research.

situation at a glance

- A leading international communications research firm sought to enrich researcher insights and speed of project delivery.

- Other text analytics offerings were unsuccessful due to arduous rule requirements for custom studies.

- Ascribe CX Snapshot increased research productivity with improved insights. Its simple, intuitive and interactive user interface was also easy to use.

- Ameritest implemented CX Snapshot as a standard tool across all researchers.

challenge

A leading advertising researcher, Ameritest, identified a need to deliver meaningful insights across multiple studies at a faster pace. The company also needed to present the data in a simple, intuitive way so their customers could easily understand and internalize the insights.

Ameritest wanted to use natural language processing (NLP) to interpret open-ended feedback, but their non-continuous data sets (custom work versus trackers) made finding a successful offering very difficult.

solution

The solution proved to be a new tool that was flexible enough to handle their complex business with ease and delivered results in an intuitive, interactive, integrated user interface for clients.

Ameritest chose Ascribe CX Snapshot. According to Abigail Hollister, VP, Director of Client Services, *"Ascribe's domain expertise in the field of verbatim analysis is unmatched. CX Snapshot's intuitive user interface is unlike any another text analytic offering on the market today."*

approach

Ameritest started with two researchers working on a few projects. The tool was branded Ameritest CX Snapshot and was accessed both internally and externally. The team realized the positive impact of the tool immediately and knew they had found the solution they needed.

Hollister continued, *"Historically, pulling insights from qualitative data was an arduous process for our researchers, requiring a disproportionate amount of time for the insights generated. Now with the time savings and ease of use, our researchers are identifying more insights faster, allowing for deeper analysis of client data with time saved."*

results

The results were impressive, with a 92% reduction in analysis time, enabling deeper and richer insight generation. Ameritest processed
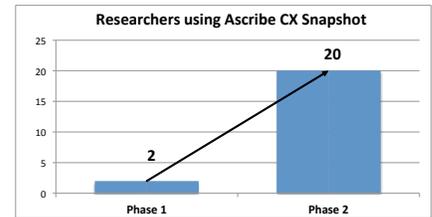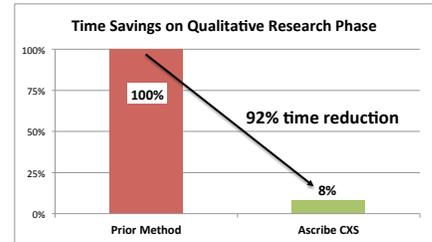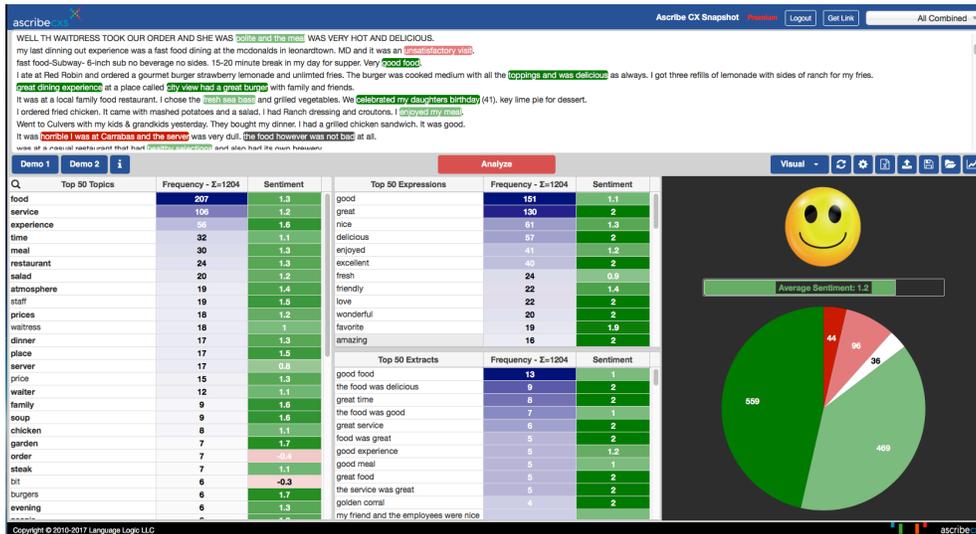
and analyzed entire data sets within seconds, rather than hours or days. Ameritest rolled out Ascribe CX Snapshot across the organization. The innovation team is now exploring new service offerings that leverage the tool.

- 12.5 times (1250%) increase in researcher productivity in qualitative data analysis.

- Increased data utilization (quantitative and qualitative).

- Enriched insight generation, increased client satisfaction and research understanding.

- Enhanced innovation and differentiation potential for Ameritest.

"I love this new approach. Our researchers are now pulling more value out of the entire data set and considering new service offerings to further the impact of this automation. Our customers are receiving better insights faster, and our researchers are happier. I could not be more pleased," Hollister concluded.

Ascribe CX Snapshot™ enabled Ameritest to increase researcher productivity while delivering enriched client insights.

Time Savings on Qualitative Research Phase — 100% (Prior Method), 8% (Ascribe CXS), 92% time reduction

Researchers using Ascribe CX Snapshot — Phase 1: 2, Phase 2: 20

Ascribe CX Snapshot application screenshot

about ascribe

Founded in 1999, Ascribe helps the world's largest market research firms, corporate researchers and customer experience professionals make confident decisions based on rich, real-time insights using a world-leading verbatim analytics platform. Ascribe's comprehensive and flexible SaaS-based technologies enable accurate and fast analysis of verbatim comments regardless of channel or language.

*To learn more or request a demo, please visit **goascribe.com**.*

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words to wisdom