



FOR IMMEDIATE RELEASE

Contact: Amy Connor, Ascribe

Phone: +1 513.315.1529

Email: amy.connor@goascribe.com

Ascribe expands robust multilingual text analytics platform

Ascribe adds Japanese to its capabilities, now analyzes the worlds' most spoken languages

CINCINNATI, OH, October 8, 2018 - Ascribe, a global verbatim analysis and survey insights company, announces new Japanese language capabilities to its text analytics software suite.

Ascribe has provided multilingual translation and transcription services for over two decades. Now with the addition of Japanese, the company processes topic and sentiment analysis for customers in the most common languages in the world, including; Arabic, Chinese (Traditional and Simplified), English, French, German, Italian, Japanese, Portuguese, Russian and Spanish. “We serve customers throughout the world. It’s important to process text analytics in the native language to gain the true meaning,” stated Rick Kieser, CEO of Ascribe.



The text analytics software is powered by Ascribe’s Advanced Natural Language Processing (NLP) technology, a type of Artificial Intelligence (AI) that enables the software to understand human language as it is spoken. It mines text to look for patterns, providing a verbatim analysis that is accurate and actionable. All of Ascribe’s Intelligence product suite has multi-lingual processing capabilities, enabling Ascribe to accurately and efficiently process complex, multi-lingual projects.

With offices in North America and Europe and clients in 57 countries, Ascribe Services leads the industry in outsourced coding, translation and transcription services. “We are investing in multilingual capabilities”, said Kieser. “Adding Japanese to our already robust list of languages allows us to expand our reach and provide best-in-class services to customers all over the world”.

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 SaaS-based technologies enable accurate and fast analysis of verbatim comments regardless of channel or language.

###

If you would like more information on this topic, please contact Amy Connor at 513.315.1529, or email amy.connor@goascribe.com.