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CX Inspector Enables Experience Professionals to Make Better Decisions

Ascribe launches its fourth-generation text analytics solution that is feature rich yet easy to use

CINCINNATI, OH, November 6, 2018 - Ascribe, a global verbatim analysis and survey insights company, releases CX Inspector, the latest version of its leading text analytics software within the Ascribe Intelligence Suite. CX Inspector includes advanced functionality that makes it even easier for customer experience professionals to uncover actionable insights from their customer, patient or employee comments. These insights drive better, more informed decisions because they are based on direct feedback that provides the "why" behind satisfaction and loyalty scores.

As a full-featured text analytics tool, CX Inspector automatically provides topic and sentiment analysis based on customers' verbatim comments, regardless of the media or language. The software is powered by Ascribe's Advanced Natural Language Processing (NLP) technology and can be combined with machine learning. "Our clients are hyper-focused on enhancing their customer experience insights and are looking for tools to help them better understand what they need to do." Said Rick Kieser, CEO of Ascribe. "We are dedicated to providing them the best tools so they can make informed decisions quickly to stay ahead of the competition."

CX Inspector includes new, innovative features, including:
- Automatic translation and multilingual capability (sentiment & topic analysis)
- Easy-to-use topic grouping capability to create custom taxonomies
- Powerful ruleset functionalities to customize for any industry vertical
- Removes personally identifiable information (PII) and cleans profanity and gibberish

Huntington Bank is a $100 Billion regional bank that operates nearly 1,000 branches across the Midwest that analyzes their customer feedback with Ascribe text analytics tools. "Ascribe's CX Inspector is powerful and it expedites the ability to act on the voice of the customer. The ease of use and vast capabilities generate rapid insights unlike any other text analytics tool on the market," stated Kellan Williams, Sr. Data Scientist at Huntington Bank.

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.

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