

Ipsos increased researcher productivity and insight with Ascribe Coder

Ipsos North America codes more than 30 million verbatim comments accurately and seamlessly each year with Ascribe Coder.



situation at a glance

- Ipsos is a global market research and consulting firm, ranking as one of the world's largest research agencies, with offices in 88 countries.
- After the company's rapid expansion, the volume of classifying (coding) open-ended survey responses hit a tipping point, requiring an automated coding system.
- With Ascribe Coder, Ipsos reduced processing time by 60% for its roughly three million monthly responses, and reduced the potential for human error with automated data transfer.

challenge

Ipsos is one of the world's largest research agencies, with offices in 88 countries. Ipsos originally used manual data entry and an in-house tool for processing open-ended survey question responses (also called verbatim comments).

Through the company's tremendous growth, the volume of verbatim comments reached millions per month, and they needed a new solution to meet client timelines efficiently. They wanted to decrease the amount of manual labor and related error potential by automating as much as possible.

In addition to volume, Ipsos utilized many different applications. They needed a tool that could be integrated across technologies and manage the vast amount of data transferring in on daily basis.

solution

In 2003, Ipsos selected Ascribe Coder to process the high volume of verbatim responses. Since that time, Ipsos has continued to work closely with Ascribe, using Coder to efficiently and accurately process nearly three million verbatim comments each month, across several technologies and tools.

Jan Devenney, VP Operations, Data Processing and Coding, stated, "*Coder is the tool that enables us to manage vast and complex research data every day.*"

approach

The partnership has grown over the 15+ years since Ipsos transitioned from manual coding to Coder. Ipsos has expanded Coder usage as the volume increased, and Ascribe has supported Ipsos along the way.

Devenney explained, "*A client-first approach is at the core of the Ipsos/Ascribe relationship. Ascribe matches our core values of Integrity, Client First, Entrepreneurial Spirit, Collaboration, and Curiosity perfectly. They*



demonstrate great support, curiosity, and an entrepreneurial spirit to address our unique challenges.”

One tangible example of the collaborative approach is the Ascribe Users Group. Ipsos was one of the original members, and according to Devenney, *“I not only supported the group, but also suggested enhancements based on common needs among group members.”*

With all of Ipsos’ survey platforms, Coder’s automated import functionality proved to be invaluable. The solution minimized errors and ensured efficient data flow on daily basis.

Ascribe’s deep technical capability allowed the two companies to improve client results. *“Ascribe works directly with our team on unique requests and has been a game changer for continuous improvement and quality,”* explained Devenney.

results

Ipsos currently processes nearly 3 million verbatim comments every month. They rely on Ascribe Coder to deliver timely, high-quality insights to their researchers and clients. Ipsos’ results have been incredible, including:

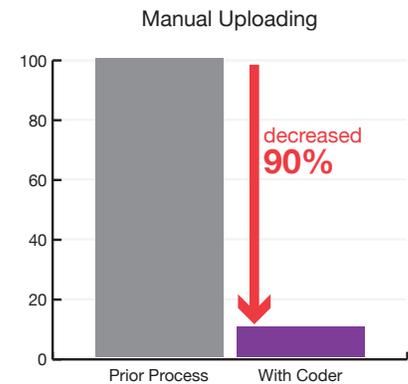
- **Improved Efficiency:** 90% reduction of manual uploading.
- **Quicker Turn Around and Real-Time Reporting:** 60% reduction of cycle time and ability to provide mid-study results.
- **Increased Productivity:** Automated data transfers allows the project to proceed during “off hours” and increase productivity for the team first thing in the morning.
- **Increased Accuracy:** Human error eliminated with automated nightly transfers.

“Ascribe is Ipsos’s preferred verbatim analysis software across the world, and many offices around the world use it,” Devenney asserted.

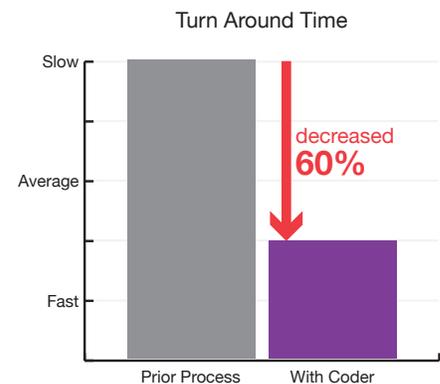


ascribe coder

Improved Efficiency: Decreased need for manual uploading by 90%.



Quicker Turn Around: Using Coder, Ipsos has reduced turn around by 60%, and clients gain real-time results that can be viewed while the project is still in field.



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.