ascribe
words to wisdom

ascribecoder

code for success
Global market research firm saves millions of dollars annually by increasing verbatim coding productivity and improving quality

situation at a glance

- **World leading market research firm needed to transform its verbatim coding operation to increase productivity, improve quality and reduce costs**

- **Situation required a robust consumer comment platform that could easily code, transcribe and translate verbatim text accurately and affordably**

- **Firm started small and rolled out Ascribe Coder globally to process 70 million verbatim comments annually with 600 daily users**

- **Ascribe Coder delivers an annual 1000% ROI for the client**

challenge

One of the world's largest market research firms saw an opportunity to save millions of dollars by increasing productivity among their world-wide teams of coders who were processing verbatim texts. The company was using a disparate range of coding tools in its offices around the world, making it harder for coders in different locations to work together.

With increasing volumes of open-ended texts in many different languages, the company needed a more efficient, easy-to-use and flexible categorization application. In addition, the new solution had to deliver on accuracy to adhere to the company's strict quality standards.

solution

One of the coding groups at the client started experimenting with Ascribe Coder™. Coder is part of the Ascribe Intelligence™ platform, the leading solution in the marketplace for coding verbatim text or consumer comments. Ascribe Intelligence is a suite of interfacing analytic tools that enable market research firms of any size to easily gather, classify, code and then visualize consumer comments – combining the accuracy of human processing with the speed of automated coding. Its best-in-class analytic and visualization tools – Ascribe Coder™, Ascribe Accelerator™, Ascribe Inspector™ and Ascribe Illustrator™ – deliver a highly flexible comment categorization platform that transforms words to wisdom.

approach

With the initial team reporting impressive productivity improvements and cost savings, the company quickly rolled out Ascribe Coder to more of its coding groups across the organization. Within 2 years, it had adopted Ascribe Coder to manage all of its coding work globally. Today, the firm processes 70 million verbatim comments a year utilizing 250 full time coders with 600 users worldwide and saves millions of dollars annually.

The Ascribe platform is delivered online, making it easy for coders in different locations to work collaboratively, which puts the company in a better position to channel its resources onto projects that are large, complex or need fast turnaround. Coders in different cities or even different countries are now able to easily work simultaneously on a project. Coding collaboration was very difficult to manage in the past because the teams would have had to manually pass the project onto another team after the first team finished. With the prior tools, collective thinking was not possible.

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approach (cont.)

Within this company, coders now have the option to work on open-ended texts in 10 different languages, including English, several Western European languages, Chinese, Japanese and Russian. Ascribe Coder supports any of the world's languages, which is one of the features that make it ideally suited to international companies.
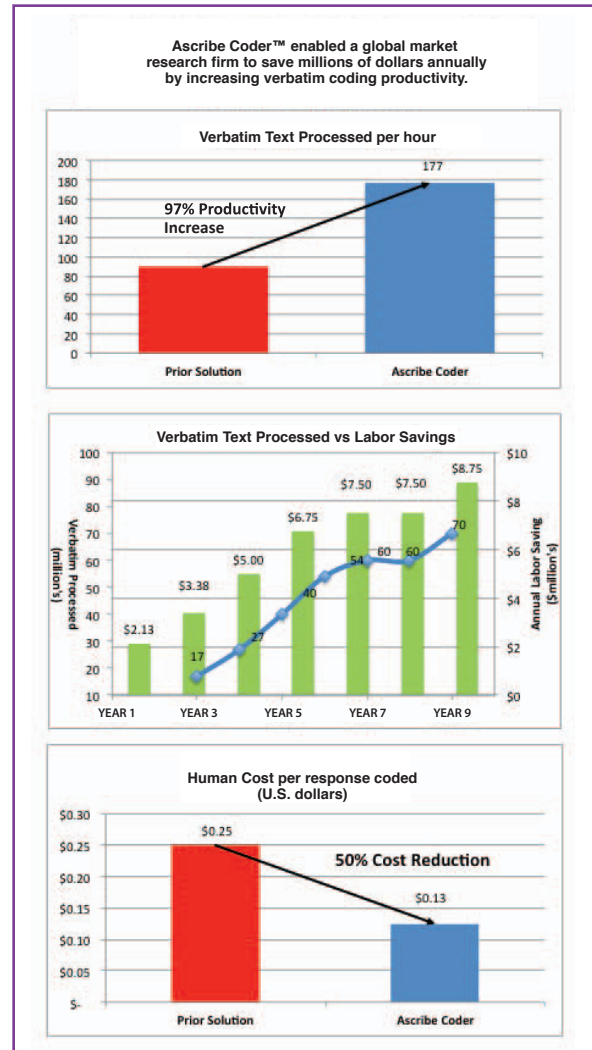
results

In addition to impressive productivity gains within each coding group, the company found that Ascribe helped them deliver better quality and faster service to customers. Working collaboratively on coding also helped this company increase accuracy of their coding efforts and improve data integration.

A productivity analysis revealed that Ascribe Coder delivered:

- 97% increase in productivity – on average 90RPH (responses per hour) processed increased to 177RPH
- 50% reduction in labor costs – representing a saving of nearly **$9 million per year** (for processing 70 million responses)
- 95% accuracy for coded results

The result is an annual return on investment of more than **10 times** the technology expense for the client (1000% ROI – technology spend versus labor savings).

Ascribe Coder™ enabled a global market research firm to save millions of dollars annually by increasing verbatim coding productivity.

Verbatim Text Processed per hour

97% Productivity Increase

Prior Solution | Ascribe Coder

Verbatim Text Processed vs Labor Savings

$2.13 | $3.38 | $5.00 | $6.75 | $7.50 | $7.50 | $8.75

17 | 27 | 40 | 54 | 60 | 60 | 70

YEAR 1 | YEAR 3 | YEAR 5 | YEAR 7 | YEAR 9

Human Cost per response coded (U.S. dollars)

$0.25

50% Cost Reduction

$0.13

Prior Solution | Ascribe Coder

about ascribe

Ascribe provides a transformational online software solution for managing verbatim texts. The company was founded in 1999, and today customers in 57 countries across the globe are categorizing hundreds of millions of verbatim comments with Ascribe. Clients including Fortune 1000 businesses and 10 of the world's top 20 market research firms are now minimizing labor costs and maximizing insights from their open-ended texts.

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