

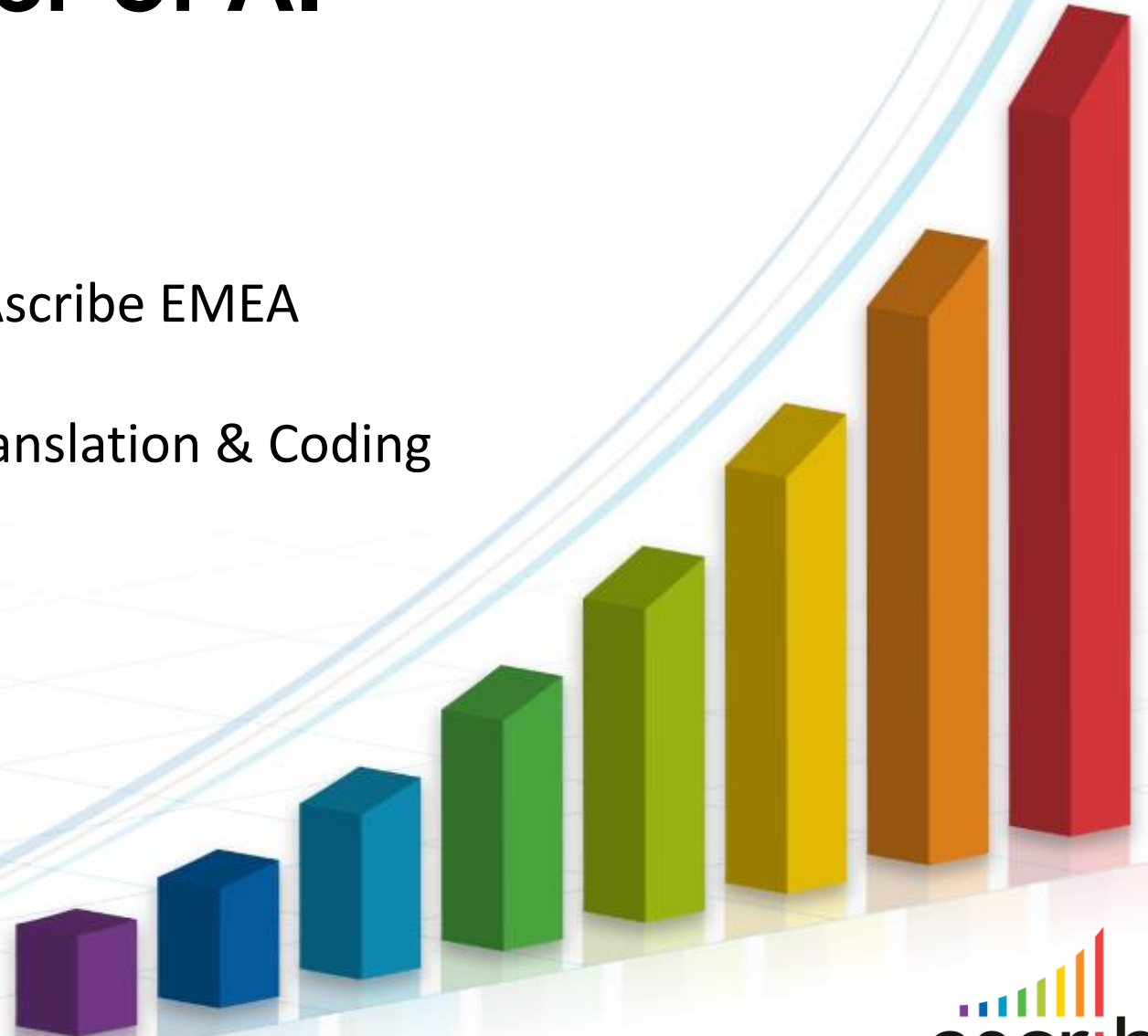
# Unlocking the power of AI in verbatim coding

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**Raluca Dance**, Team Coordinator

**toluna** 

May 2023



  
ascribe



*“15 years ago I was told that coding is going away soon...*

*Well, we're still here.”*



## Making open end analysis easy



CX Inspector

Text Analytics



Coder

Verbatim Coding



Services

Full-Service Experts

## Making open end analysis easy

- Founded 20+ years ago
- Serve 75% of the top 50 Market Research firms
- Fortune 500 Brands across many industries
- Process 300+ million comments



CX Inspector

Text Analytics



Coder

Verbatim Coding



Services

Full-Service Experts

## Making open end analysis easy

toluna\*



Holland & Barrett



SHOWTIME

KANTAR

GEICO



dynata™

ORACLE

NHS



harris  
interactive  
ahead of what's next

Burke  
SINCE 1931

Savanta:

Disney

## Making open end analysis easy

Average Customer Tenure +10 years



# Ascribe Serves Many Customer Needs



CX Inspector

Text Analysis

Uncover key insights  
with interactive  
dashboard quickly



Coder

Verbatim Coding

Web-based coding  
management system  
increases productivity



Services

Full-Service Experts

Complete coding  
projects first-time  
right, on time.



# Ascribe's Latest AI Innovation



CX Inspector

Text Analysis



Coder

Verbatim Coding

AI Coder



Services

Full-Service Experts

**NEW! Theme Extractor**



# London Eye Case Study



1,500 Social Reviews

# London Eye Case Study



## AI Coder With Theme Extractor



Search Codes... Keywords... Sort: Frequency

Net Codes New Net New Code Fewer Codes More Codes


138 Codes 96% 1424 / 1489











Great way to view london	311
We really enjoyed the experience	196
River cruise was really enjoyable and definitely worth doing	185
The views are amazing	184
Staff was very helpful and nice	145
The queue was long	114
Jordan was our tour guide who was fantastic	91
We had a nice trip on the london eye	90
With pre-booked tickets	85
It was a great pleasure to visit london eye	80
Well worth it	73
Highly recommend	72

## AI Coder With Theme Extractor



Themes!

○ 1035  A good attraction to visit, if you're in the city. It's one of those things that when you've done it once, you necessarily wouldn't pay to do it again. My partner and I went along on a Sunday afternoon, with pre-booked tickets. The area gets extremely busy and congested, which is to be expected with it being a tourist hotspot. The queue was really long to actually get on the Eye, but I was impressed with how quick the staff got it moving along - with the security checks they had to do as well. The Eye doesn't stop so you can get on and off, so you have to be fairly quick to jump on when the staff give you the go-ahead. The views of the city speak for themselves, they're spectacular and you can see really far on a clear day. We were lucky to get a day where the sun was shining and the skies were really blue. Our pod wasn't overly populated, but I did feel there were too many people let on at the same time - we didn't really have enough room to keep a safe distance from each other. The ride took around 30 minutes. I do feel it is slightly expensive for what it is, which is another reason why you'd probably only do it once.

-  26 What a great attraction >
-  121 Definitely something only need to do once >
-  61 I probably wouldn't go on it again >
-  9 With pre-booked tickets >
-  57 Sure it is a tourist trap of sorts >
-  6 The queue was long >
-  45 Moved quickly >
-  4 The views are amazing >
-  69 We were very lucky with the weather >
-  108 Our pod wasn't overly populated >



**toluna** 

**Mădălina Doinea**  
**Director Global**  
**Translation and Coding**

**Raluca Dance**  
**Team Coordinator**

# Who is Toluna?



- Deliver real-time insights at the speed of the on-demand economy
  - Combine innovative technology
  - Award-winning research design
  - Vertical expertise
  - Panel of 40+ million consumers
- More research completed in less time with less budget
  - Design a research program that meets your needs
    - Self-service or full consultancy
  - Trust your insights - quality is baked into every part of our process
  - Do it at scale

# Why Use Ascribe?



- Partners since 2015
- Accurate results within shortest timelines
  - 7 million responses coded annually using Ascribe
  - Quick insights into thoughts and preferences
- Superior technology
  - Features that ensure both speed and quality
  - Stability of the platform
  - Excellent customer service and support

# Ascribe Innovations = Speedy Results



- Auto-Coding
  - Code trackers in no time!
  - Up to 90% coded within minutes
- Double sorting
  - 20+ ways: length, alphabetically...
  - Highly customizable and flexible
- Regular Expressions
  - Invest a bit to save a lot of time

Response Filters and Sorting

Filters | Sorting

First By: Verbatim

Then By: Verbatim Length

Clear All

- Load Order
- Respondent ID
- Question ID
- Question Sort Order
- Verbatim
- Verbatim Length**
- Transcription
- Transcription Reviewed
- Transcription User
- Transcription Length
- Translation
- Translation Reviewed
- Translation User
- Translation Length
- Notes
- Notes Reviewed
- Notes User
- Notes Length
- Load Date

- Brilliant **experience** on the London Eye ★★★★★ **experience** especially at **night**, the **views** are amazing
- Wonderful **view** and time. Quite **expensive** The binoculars are great suckers. Their abolition is required.
- Even after facing a **huge line**, it was a great **experience**. The **view**'s beautiful and the city is wonderful
- Fantastic **attraction**, some amazing **views** on a clear day. Wasn't too busy so was allowed a pod on our own.



# Ascribe Innovations = Quality Results



- Inconsistency Report
  - Ensures quality of coded data
- Code Duplicates
  - Ensures quality of code frame

**Inconsistencies**

📄 🔍 🗑️

Text	Responses	Variations
london eye is very good	10	2

**Codebook Tools**

Expression List Singleton **Duplicates List** Usage

Input ID Output ID Code ID **Description** Regular expression

<input checked="" type="checkbox"/> Description	Code
Expensive	Expensive
	Expensive
Highly recommend	Highly recommend
	Highly recommend



- Coding Assistant

- Suggests codes based on last response coded
- Lightning button shares more suggestions at one glance

**CODING ASSISTANT** ⓘ ? 2 / 2 Suggestions ▾

Code selected suggestions 0 ⚙️ ⚡

SUGGESTION AMOUNT: Minimum Little Average More All

- ▼  Amazing well worth the money..highly recommend. My children loved it. Great views, wonderful staff..
  - 138 Others
  - 13 The view was amazing and we had great weather
  - 12 Highly recommend
- ▼  Brilliant experience on the London Eye ⭐⭐⭐⭐⭐ experience especially at night , the views are amazing
  - 10 It was a great pleasure to visit london eye
  - 138 Others
  - 46 Always lovely to see the city at night

# What about ChatGPT?



**Q:** Can you code using only ChatGPT?

**A:** Not really.

Can create code frames from data.

Can not code responses.



**Chris Bakke** ✓  
@ChrisJBakke

GPT-5: can perfectly build any website

GPT-6: can build and run a company

GPT-7: passes Turing test

GPT-8: overthrows world governments

GPT-9: fails to understand how <sup>coding</sup> ~~Jira~~ is supposed to work, gives up, asks humans for help

# Code Frame by ChatGPT



Theme 1: Overall Experience	Theme 2: Views	Theme 3: Crowds	Theme 4: Facilities and Amenities	Theme 5: Customer Service
<b>Positive experience</b>	<b>Beautiful views</b>	<b>Crowded</b>	<b>Cleanliness</b>	<b>Friendly and helpful staff</b>
Enjoyable ride	Amazing views of London	Large crowds affect experience	Clean facilities	Staff is welcoming and friendly
Fun experience	Scenic views of River Thames	Difficulty moving around	Clean restrooms	Staff is knowledgeable
Memorable experience	Stunning views of London skyline	Queues too long	Well-maintained attraction	Staff is accommodating
Exciting experience	Panoramic views of London	Need for better crowd management	<b>Restrooms</b>	<b>Ticketing process</b>
Unique experience	<b>Views of landmarks</b>	<b>Long lines</b>	Need for more restrooms	Need for faster ticketing process
Worthwhile experience	Views of Big Ben	Time spent waiting for tickets	Need for cleaner restrooms	Need for better online ticketing system
Great for families	Views of Buckingham Palace	Time spent waiting in queue	Restrooms are difficult to find	Need for more ticket counters
Recommended attraction	Views of Tower Bridge	Need for faster ticketing process	<b>Accessibility</b>	<b>Safety precautions</b>
<b>Negative experience</b>	Views of St. Paul's Cathedral	<b>Difficulty getting tickets</b>	Need for better accessibility for disabled visitors	Attraction feels safe
Disappointing ride	Views of the Shard	Difficulty finding tickets	Wheelchair access is available	Safety measures in place
Overhyped attraction	<b>Views at night</b>	Tickets are expensive	<b>Information and signage</b>	<b>Photographer experience</b>
Not worth the money	Nighttime views of London skyline	Need for better online ticketing system	Need for better signage	Need for better quality photographs
Waste of time	Beautiful light displays		Need for more information	Photographs are expensive
Crowded and uncomfortable	Romantic ambiance		Need for multilingual information	Need for more photographers
Bad weather affecting experience			<b>Food and drink options</b>	
<b>Duration of ride</b>			Need for more food and drink options	
Length of ride is appropriate			Food and drinks are expensive	
Ride is too short				
Ride is too long				
Time spent in queue affects experience				
<b>Value for money</b>				
Good value for money				
Expensive compared to other attractions				
Discounts available for children/seniors				



## AI Coder With Theme Extractor

## Auto-Netting!



### Positive reviews

- Positive overall recommendation 52
- Positive experience with entertaining and informative guide 27
- Positive comments on river cruise tour guide 18
- Kids enjoyed the experience 16
- Short queue times on visit 15
- Efficient and easy booking 14
- Great tour guides (Michael, Mark, Mick, and AJ) with positive experiences 11
- Positive feedback on gift shop 10

### Views

- Stunning views 197
- Stunning views of London landmarks 77
- Enjoyable ride with scenic views 76
- Abundant photo opportunities 35
- Positive feedback on the unique and informative perspective of London 15
- Great photography environment 6

### Tour Guide/Staff

- Positive tour guide feedback/review 121
- Friendly and helpful staff 108
- Jordan was a great and funny tour guide 52
- Efficient and helpful staff with short queues 19
- Positive feedback for staff/employees/org. (or just Great staff if preferred) 19
- Excellent tour guides: Willow and Jade 6

### Experience

- London Eye: great view and experience 411
- Great and enjoyable experience 148
- Highly recommended experience 38
- Enjoyable and informative tour 31

# Ascribe AI Innovations



## AI Coder With Theme Extractor

Crosstabs!



London Eye Jan 2022_March 2023 Travel Status - 10 Coc	Total	Family	Couples	Friends	Solo	Business
	1489	305	178	127	31	5
London Eye: great view and experience	420 28.2%	57 18.7% -9.5	48 27% -1.2	41 32.3% 4.1	7 22.6% -5.6	-
Stunning views	197 13.2%	27 8.9% -4.3	25 14% 0.8	12 9.4% -3.8	5 16.1% 2.9	-
Positive river cruise reviews	175 11.8%	46 15.1% 3.3	24 13.5% 1.7	13 10.2% -1.6	4 12.9% 1.1	-
Great and enjoyable experience	148 9.9%	48 15.7% 5.8	20 11.2% 1.3	11 8.7% -1.2	-	1 20% 10.1
Positive tour guide feedback/review	121 8.1%	41 13.4% 5.3	18 10.1% 2	9 7.1% -1	4 12.9% 4.8	1 20% 11.9
Friendly and helpful staff	108 7.3%	25 8.2% 0.9	16 9% 1.7	7 5.5% -1.8	3 9.7% 2.4	-
Long queues	97 6.5%	25 8.2% 1.7	7 3.9% -2.6	10 7.9% 1.4	2 6.5%	1 20% 13.5

# London Eye Case Study



## 1,500 Social Reviews

- Manual Coding ~2 days

## AI Coder with Theme Extractor

- Same Day Results
- 30 Min to Completion
- ~40% Cost Savings

# Unlocking the Power of AI Coding



## Q&A



**Mădălina Doinea**  
**Raluca Dance**



**Gustav Jaeckel**

**Stop by Booth 206**

