

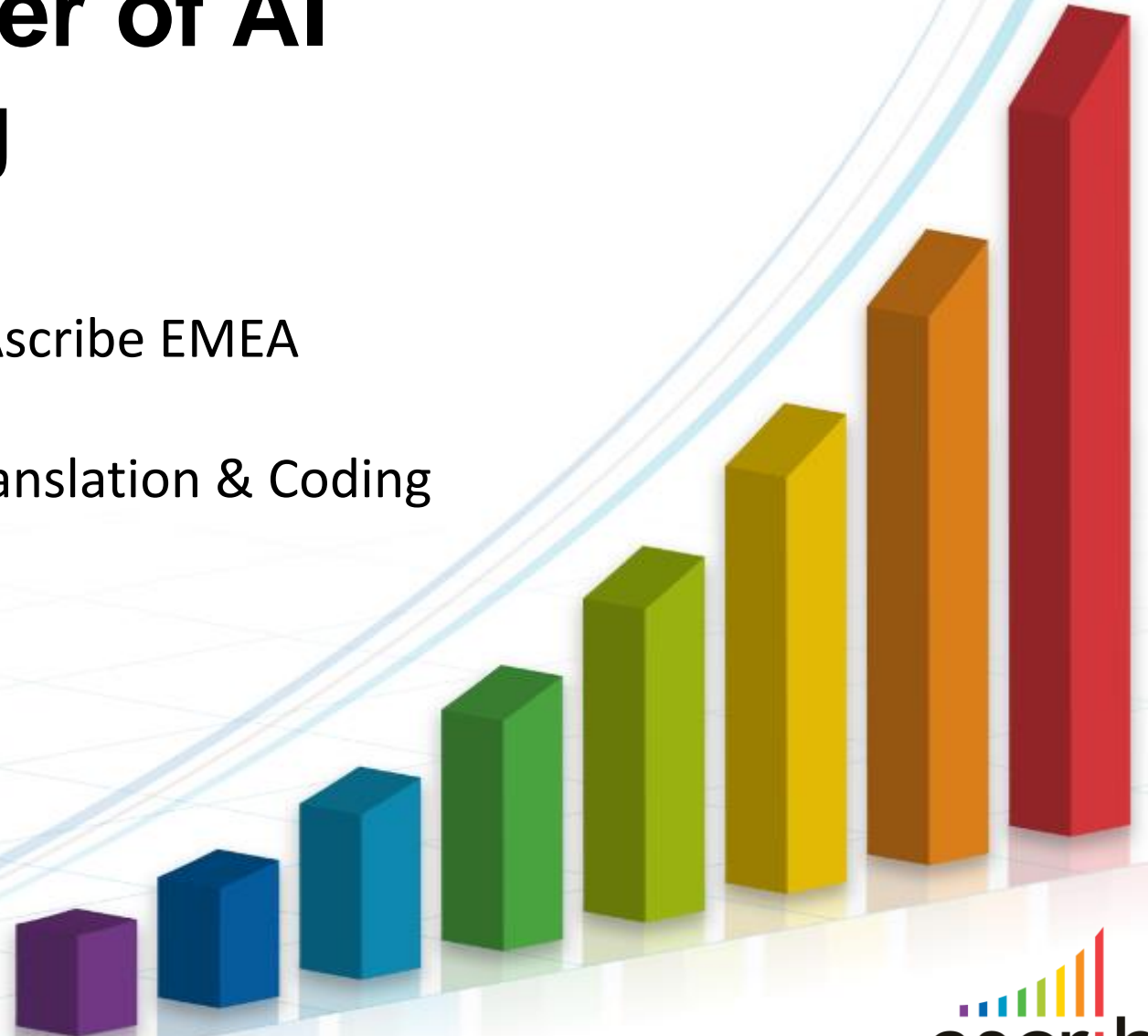
# Unlocking the Power of AI in Verbatim Coding

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**toluna** 

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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\*

GfK

NHS

Savanta:

Ipsos

SHOWTIME

KANTAR

GEICO®



dynata™

ORACLE

Mc  
Graw  
Hill

A circular logo icon for Harris Interactive, featuring a stylized 'O' shape composed of green and blue segments.  
harris  
interactive  
ahead of what's next

Burke  
SINCE 1931

Disney

The Liberty Mutual logo icon, featuring a stylized figure of the Statue of Liberty.  
Liberty  
Mutual  
INSURANCE

## Making open end analysis easy

Average Customer Tenure +10 years ...

The Toluna logo features the word "toluna" in a blue, lowercase sans-serif font, followed by a colorful asterisk-like icon composed of several small, multi-colored shapes.The GfK logo consists of the letters "GfK" in white, set against a solid orange square background.The NHS logo is the letters "NHS" in white, set within a blue rectangular box.The Savanta logo is the word "Savanta" in a black, serif font, with a small red icon of two dots to its right.The Ipsos logo features a stylized profile of a human head in shades of blue and green, with the word "Ipsos" in white text below it.The SHOWTIME logo is the word "SHOWTIME" in a bold, red, sans-serif font, with the letter "O" enclosed in a red circle.The KANTAR logo is the word "KANTAR" in a bold, black, sans-serif font.The GEICO logo is the word "GEICO" in a bold, blue, sans-serif font.The dynata logo is the word "dynata" in a blue, lowercase sans-serif font.The ORACLE logo is the word "ORACLE" in a red, uppercase sans-serif font.The McGraw Hill logo is the words "McGraw Hill" in white, set against a red square background.The Harris Interactive logo features a circular icon with green and blue segments, followed by the text "harris interactive" in a green, lowercase sans-serif font, and the tagline "ahead of what's next" in a smaller green font below it.The Burke logo is the word "Burke" in a white, serif font, set within a blue rectangular box, with "SINCE 1931" in a smaller white font below it.The Disney logo is the word "Disney" in its iconic, black, cursive script font.The Liberty Mutual Insurance logo features a yellow square background with a small illustration of the Statue of Liberty on the left, and the text "Liberty Mutual" in a black, serif font, with "INSURANCE" in a smaller black font below it.

## Making open end analysis easy

Average Customer Tenure +10 years...

Innovative Technology + Stability + Customer Support





# Ascribe Serves Many Customer Needs



## CX Inspector

Text Analysis

One click to clear, actionable insights from open ends



## 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



Services

Full-Service Experts

AI Coder



Theme Extractor

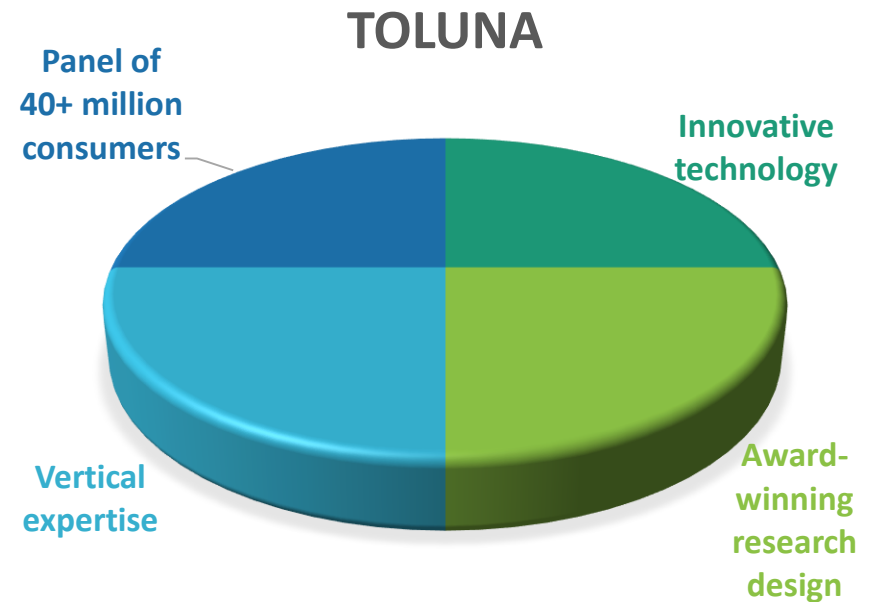
(patent pending)



# Toluna-Ascribe Partnership



- Toluna: real-time insights at the speed of the on-demand economy
- 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



# Empire State Building Case Study

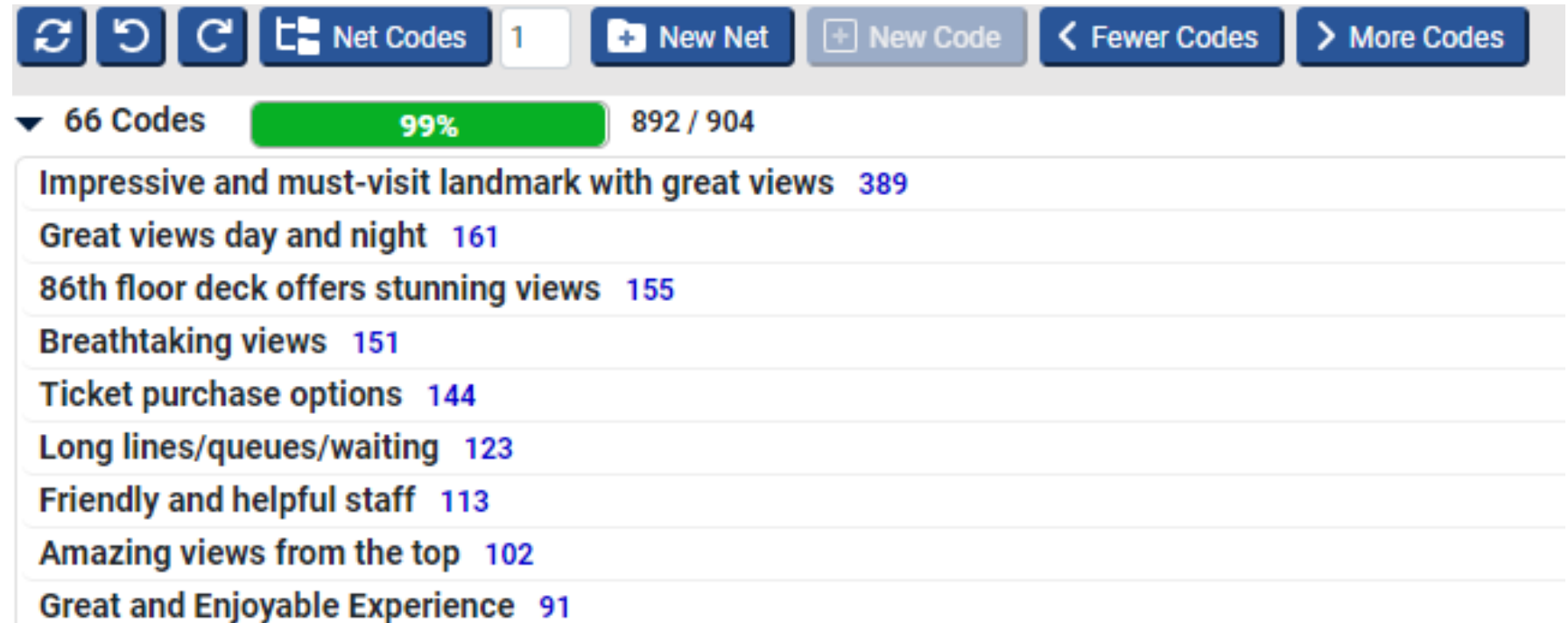
- ~ 1,000 Social Reviews
- > 123,000 Words



# Empire State Building - Case Study



Themes!



AI Coder  
With Theme Extractor



## AI Coder with Theme Extractor\*

- Creates codebook with descriptive themes

Long lines/waiting times	109
Friendly and helpful staff	105
Great views from the top	98


- Improved Segmentation


<u>Before</u>	<u>Now</u>
I like cats but not dogs	I like cats but not dogs
I like cats	I like cats
Not dogs	I don't like dogs

\*Patent pending


# Empire State Building - Case Study





○ 3024  Came here on a Tuesday morning expecting the wait to be extremely long but I was wrong. Although there were a ton of people, the line moved quickly. Plus, it was a pleasure waiting in the world's most famous sky scraper. Views from anywhere on the deck are incredible. I was lucky enough to come on a day with clear skies. My family and I enjoyed our visit very much. We also purchased replicas of the Empire State Building in the gift shop. Gift shop is huge! Staff is also informative and friendly.

 10 Short to moderate wait times 7/7/2023 9:44 AM >

 4 Breathtaking views 7/7/2023 9:44 AM >

 9 Great and Enjoyable Experience 7/7/2023 9:44 AM >

 19 Impressive gift shop with souvenirs 7/7/2023 9:44 AM >

 7 Friendly and helpful staff 7/7/2023 9:44 AM >

## Themes!

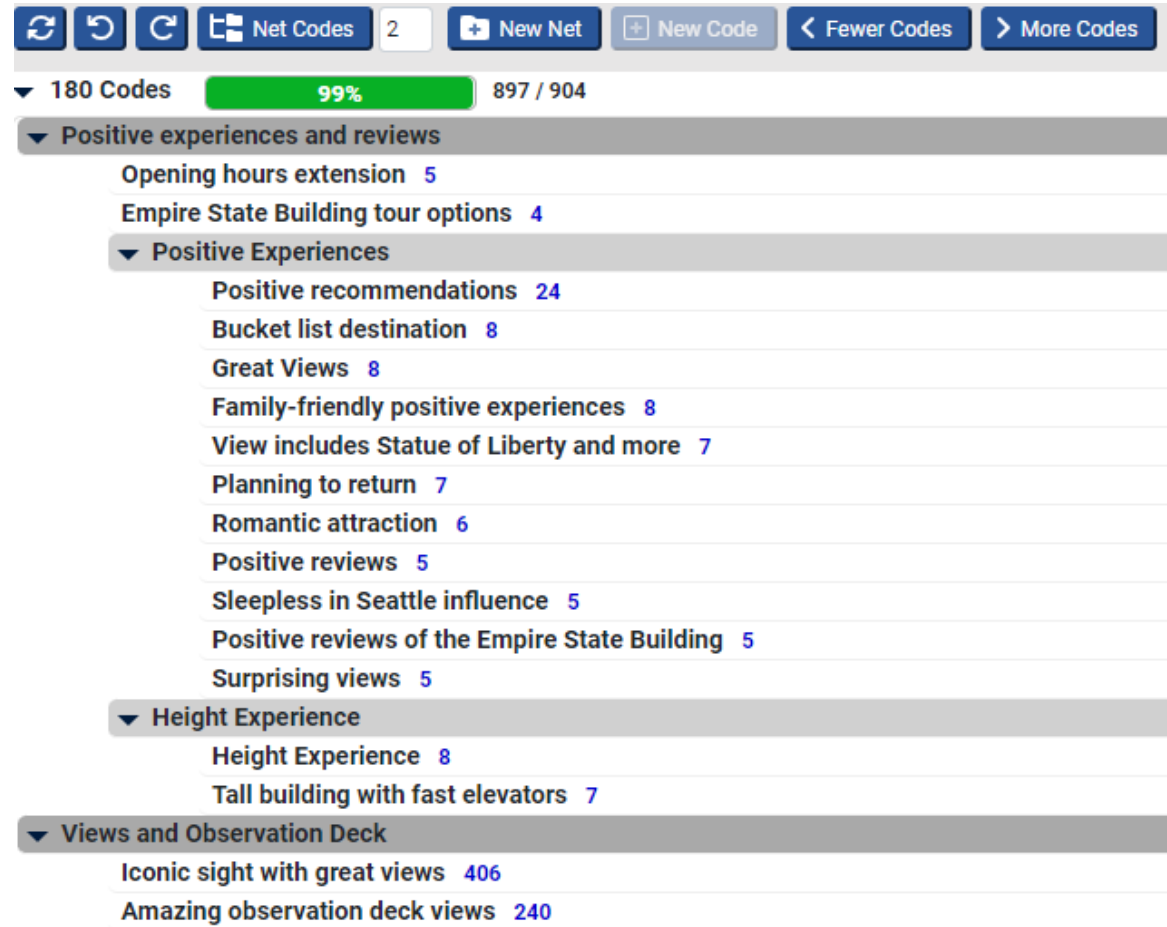
AI Coder  
With Theme Extractor

# Empire State Building - Case Study



**Auto-Netting!**

**AI Coder**  
With Theme Extractor





# Empire State Building - Case Study



**Crosstabs!**

Empire State Building: Comment -		Friends	Family	Solo	Couples
Total	904	388	258	129	129
Impressive and must-visit landmark with great view:	<b>389</b> 43%	<b>151</b> 38.9%	<b>129</b> 50%	<b>49</b> 38%	<b>60</b> 46.5%
Great views day and night	161 17.8%	68 17.5%	54 20.9%	21 16.3%	18 14%
86th floor deck offers stunning views	155 17.1%	55 14.2%	58 22.5%	20 15.5%	22 17.1%
Breathtaking views	151 16.7%	64 16.5%	47 18.2%	19 14.7%	21 16.3%
Ticket purchase options	144 15.9%	58 14.9%	40 15.5%	24 18.6%	22 17.1%
Long lines/queues/waiting	123 13.6%	51 13.1%	39 15.1%	21 16.3%	12 9.3%
Friendly and helpful staff	113 12.5%	45 11.6%	35 13.6%	16 12.4%	17 13.2%

**AI Coder**  
With Theme Extractor

# Empire State Building - Case Study



## 1,000 Social Reviews

- Manual Coding 1-2 days

## AI Coder with Theme Extractor

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

# Ascribe Innovations = **Quality** Results



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

**Inconsistencies**

📄 🔍 🗑️

Text	Responses	Variations
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

# Ascribe AI Innovations



- Coding Assistant

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

**CODING ASSISTANT** ⓘ ? 1 / 1 Suggestions ▾

Code selected suggestions 0 ⚙️ ⚡

SUGGESTION AMOUNT Minimum Little Average More All

▾  As first time visitors to NYC the EmpireState Building was a must-see for us.As expected, the view from the top is great.The photo-op in the lobby was also a nicetouch.We used a CityPASS voucher so we were able to see the view both during the day and at night.

- 17 Amazing observation deck views
- 69 Historical significance and appreciation for beauty
- 56 Must-visit tourist attraction
- 174 Friendly and helpful staff ⓘ
- 68 Beautiful night views

# What about ChatGPT?



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

**A:** Not really.

A few months ago, it could create code frames from data shared with it, but it no longer supports file sharing. 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

# Unlocking the Power of AI Coding



## Q&A

**toluna** 

**Mădălina Doinea**

  
**ascribe**  
words to wisdom

**Gustav Jaeckel**

**Stop by Booth 423**

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**toluna** 