

# *Unlocking the Power of AI in Coding Open End Comments*



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

*Well, ...we’re still here.”*



## Making Open End Analysis Easy

- Founded 20+ years ago
- Serve top Market Research and Fortune 500 Companies
- Process 300+ million comments @ yr



# 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.

TOP  
**25**



U.S. Market  
Research Firms

**+1M**



Respondents  
Interviewed Annually

OVER  
**2K**



Movies Measured  
and Tested

**+5M**



Community Panels

## 4 Companies & Divisions



# Complexity of Coding Films & TV Shows

Content Development

Overnight Turnaround

High-Quality Coding  
Expectations



# Coding in Excel



- Low visibility
- Coders siloed
- Merging spreadsheets
- On-time challenges

A	B	C	D	E	F		
1054	wait for them. What's more, I saw another member go ahead and use it - I told him to watch out for the glass. He just kinda kicked a piece of it out of his immediate area. Nice, huh? Anyway, that whole situation (while thankfull						
1056	The do staff m now. I	1054					
1062	The dis locate have s Pool w	1056					
		1062					
A	B	C	D	E	F		
1054	wait for them. What's more, I saw another member go ahead and use it - I told him to watch out for the glass. He just kinda kicked a piece of it out of his immediate area. Nice, huh? Anyway, that whole situation (while thankfull						
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		1062					
A	B	C	D	E	F		
1054	wait for them. What's more, I saw another member go ahead and use it - I told him to watch out for the glass. He just kinda kicked a piece of it out of his immediate area. Nice, huh? Anyway, that whole situation (while thankfull		210	Other Staff Mentions	203	Staff Not Engaged With M	
1056	The do staff m now. I		233	Dirty Equipment			
1062	The dis locate have s Pool w		237	No Spray For Members To Clean Equip		245	No Hand Sanitizer/Wipe

# Coding with Ascribe Coder

- 1) Time Accounting Admin Tools
  - 2) Coder Advanced Innovations
  - 3) Outstanding Training & Support
  - 4) Designed by Coders for Coder
- ✓ Incredible Productivity Results

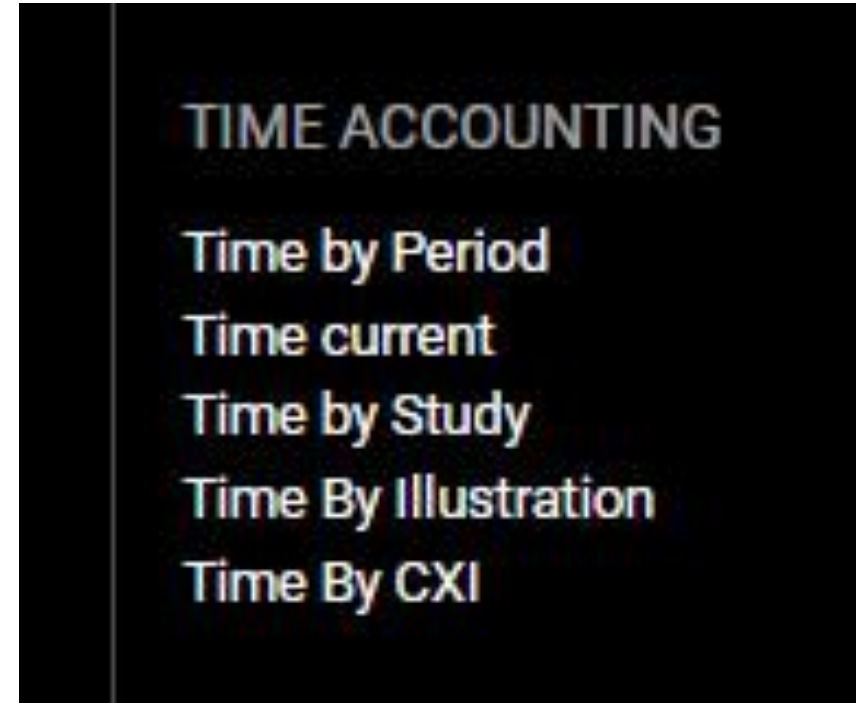




# Coder Time Accounting Admin Tool



- Constant visibility
- Easily staff projects
- Individual metrics
- Quickly edit codes



# Coder Time Accounting Admin Tool



## Track Coders by Studies

Thursday, March 14, 2024 to Thursday, March 14, 2024 Date Range Use local time Time by Period

View 1 - 18 of 18

id	Session hours	hh:mm:ss	Login hours	hh:mm:ss	Tracked hours	hh:mm:ss
	0.00	0:00	0.00	0:00	0.00	0:00
	6.70	6:41:49	6.35	6:21:15	59%	5:48 5:28:42 82%
	5.21	5:12:46	5.21	5:12:46	100%	5:18 5:11:03 99%

Thursday, March 14, 2024 to Thursday, March 14, 2024 Date Range Use local time

View 1 - 18 of 18

User Name	Session hours	hh:mm:ss	Login hours	hh:mm:ss	Tracked hours	hh:mm:ss	Percentage
	1.43	1:25:31	1.43	1:25:31			100%
	5.98	5:58:48	5.98	5:58:48			100%
	3.55	3:33:06	3.55	3:33:06			100%
	6.39	6:23:06	6.39	6:23:06			100%
noelani.durfee	0.77	46:06	0.77	46:06			100%
		6:17:37	6.29	6:17:37			100%
		6:56:08	6.94	6:56:08			100%
		2:33:16	2.55	2:33:16			100%
		3:58:23	3.97	3:58:23			100%

- Time by Activity
- Time by Study
- Time by User and Study Status
- Time by Study, User, Activity
- Time Details

Thursday, March 14, 2024 to Thursday, March 14, 2024 Date Range Use local time Time by Activity

View 1 - 7 of 7

Activity	Tracked hours	Mmm:ss	Cost	Responses	Responses per hour
Aciribe Coder	60.08	2 + 12:40:54	713.97	11,127	183.4
Not tracked	3.98	3:58:41	0.00	0	0.0
Phrase Analyzer II	0.01	0:21	0.11	0	0.0
Question Details	0.01	0:49	0.28	0	0.0
Questions Page	8.79	8:47:29	143.99	223	25.4
Scripted output	0.01	0:50	0.28	0	0.0
Study Details	0.52	19:15	6.42	0	0.0

# Studies & Questions Progress



## Track Studies in Progress

**Studies** | ASCRIBE CODER | llrdemo | ascribe.support | English (United States) | 00:21

ACTION	DATES	STUDY	QUESTIONS		CODING					
			STATUS	ID	COUNT	RESPONSES	RESPONSES T...	RESPONSES C...	% CODED	% REVIEWED
<input type="checkbox"/>	3/13/2024	UG March 2024	In progress	UG March 2024	19	8,029	8,029			
<input type="checkbox"/>	3/13/2024	SH-Coded March 2024	In progress	Static Hair Fully Coded March 2024	8	3,637	3,637	3,637	100%	2%
<input type="checkbox"/>	2/27/2024	Static Hair Feb24	In progress	Static Hair 24	7	1,765	1,165	294	25%	
<input type="checkbox"/>	1/9/2024	2024 UG January Demo Study	In progress	2024 UG January Demo Study	19	8,029	8,029	991	12%	
<input type="checkbox"/>	12/28/2023	2024 Demo study	In progress	2024 Demo study	19	8,029	8,029			

**Questions** | ASCRIBE CODER | ac | Ascribe.Support | English (United States)

QUESTION	CODEBOOK		RESPONSES				% CODED	
	SOR...	TYPE	LENGTH	SHARE...	COUNT	CODED		CODES APPLIED
<input type="checkbox"/>	0	Open	57		600	600	727	100%
<input type="checkbox"/>	0	Open	63		575	575	638	100%
<input type="checkbox"/>	0	Other specify	31		600	600	1,152	100%

User Name	Responses coded	% Coded	R / Hr	Manual R / Hr
	251	41%	1,756	119
	368	61%	103	100
	17	2%	142	142

# Coder Advanced Innovations



**CODING ASSISTANT** ⓘ

Code selected suggestions 5

▼  Easy to use  
→ Easy To Use/ Apply/ Goes On Easy

- it's easy to use
- great easy to use
- It was easy to use
- easy to use and effective
- Easy to apply

- Texture 3 (0%)
- Smooth/ No Clumps 22 (1%)
- Not Smear/ Flake/ Smudge 8 (0%)
- Thick/ Adds volume 9 (1%)
- Brush/ Applicator (general) 9 (1%)
- Shape of brush/ applicator/ curved shape
- Nice Color 6 (0%)
- Color/ Black Color 13 (1%)
- Easy To Use/ Apply/ Goes On Easy 4 (0%)
- Easy To Remove 2 (0%)
- Package 2 (0%)
- Healthy 1 (0%)
- Nothing 7 (0%)

**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
- Duplicate code report
- Regular expressions
- Quality check
- Inconsistency report
- Custom scripted outputs

# Outstanding Training & Support



- 24/7 Support
- Detailed Training
- Custom Manuals



# Designed by Coders for Coders



- Intuitive – quick adoption
- Collaboration
- Improved job satisfaction

# RESULTS! Significant ROI!



- **Faster Coding! 31 hours to 10 hours**

-  On-Time
-  Capacity +50%

	# OE Questions	Total N-Size	Labor Hours
Excel	9	271	31
Coder	9	271	10

- Improved Accuracy
- Happy Coders

# Ascribe AI Innovation



Coder



CX Inspector

Text Analysis



Coder

Verbatim Coding



Services

Full-Service Experts



AI Coder  
With Theme Extractor



# AI Coder – Case Study



Coder

## Chicago The Musical

- Social Reviews
- 1,060 Responses



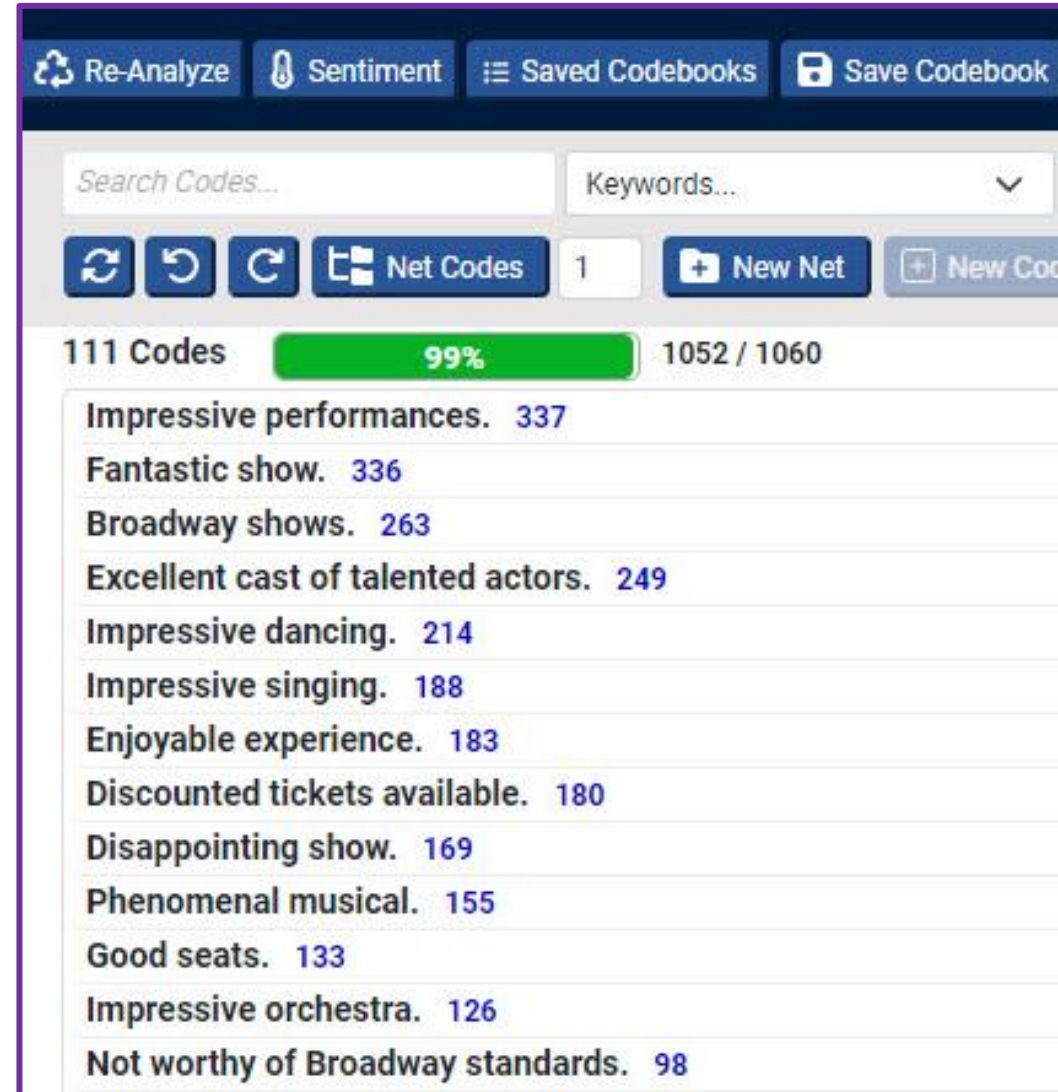
# AI Coder: Chicago The Musical



Coder

## AI Coder

- **99% Responses Coded Instantly**
- **Descriptive Themes**



AI Coder  
With Theme Extractor

# AI Coder: Chicago The Musical



Coder

- **Click through to see segments**
- **Edit, if needed**

AI Coder  
With Theme Extractor

The screenshot displays two side-by-side panels from the AI Coder application. The left panel, titled 'Search Segments...', shows a list of 98 segments under the 'Coded Segments' filter. The segments are listed with their respective counts: 'amazing orchestra' (2), 'very good orchestra' (1), 'great orchestra playing' (2), 'orchestra on scene' (1), 'fantastic orchestra performance' (1), 'interesting set with orchestra' (1), 'superb orchestra' (1), 'orchestra as focal point' (1), 'live orchestra' (1), 'orchestra is an integral part of the show' (1), 'orchestra good' (1), 'big orchestra' (1), and 'incredible orchestra' (1). The right panel, titled 'Search Codes...', shows a summary of 111 codes across 22 nets with a 99% completion rate (1052/1060). It features a hierarchical tree view with categories: 'Orchestra' (Impressive orchestra: 126, Centered orchestra on stage: 27, Orchestra dominates stage: 27), 'Small theaters' (Small and old theater: 87, Small and intimate theatre: 80, Small theater: 29), 'Discounted ticket purchases' (Discounted tickets available: 180, Discounted ticket purchases: 35), and 'Singing' (Impressive singing: 188, Talented vocalists: 3). The interface includes search bars, filters, and navigation buttons like 'New Net' and 'New Code'.

# AI Coder: Chicago The Musical



Coder

**Click through to see full response**

1 Source response(s) ✕

This was a **great night out**. The **cast and orchestra were superb** and the **whole show was great value**. The **theatre is cosy** but not small and **is easy to find**. If you enjoyed the film, the **live performance is better** 1

707

Close

**AI Coder**  
With Theme Extractor

# AI Coder: Chicago The Musical



Coder

## Auto Netting

Re-Analyze Sentiment Saved Codebooks Save Codebook

Search Codes... Keywords...

Net Codes 2 New Net New Code

111 Codes / 22 Nets 99% 1052 / 1060

- Chicago
  - Chicago is worth seeing. 88
  - Chicago is amazing. 61
  - Seen Chicago multiple times. 26
  - Chicago movie seen before. 1
- Costumes
  - Costumes. 24
  - Worn costumes. 18
  - Repeated costumes. 12
  - Costume changes. 5
- Broadway
  - Broadway shows. 263
  - Broadway alternative. 64
  - Broadway experiences. 44
- Performances
  - Impressive performances. 337
  - Phenomenal musical. 155
  - Exceptional talented performers. 45

AI Coder  
With Theme Extractor



## AI Coder Results

- **1,060 Social Reviews**
  - **99% Coded Instantly**
  - **< 1 hour to complete**
  - **90% faster vs manual (8 hrs)**



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**Ascribe Booth 809: Live Coder Demos**

**Enter Bose Headphone Raffle!**