Unlocking the Power of AI in Coding Open End Comments

ascribe
words to wisdom

screen engine/asi

Antoine Manuel
Account Manager

Lev Katsnelson
Training Manager

Noelani Durfee
Associate Director of Data Processing

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

Well, …we’re still here.”

Ascribe

Making Open End Analysis Easy

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

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Ascribe Serves Many Customer Needs

CX Inspector

Coder

Services

Text Analysis	Verbatim Coding	Full-Service Experts
One click to clear, actionable insights from open ends	Web-based coding management system increases productivity	Complete coding projects first-time right, on time.

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TOP 25 U.S. Market Research Firms

+1M Respondents Interviewed Annually

OVER 2K Movies Measured and Tested

+5M Community Panels

4 Companies & Divisions

coherency™ a screen engine/asi company

tapestry a screen engine/asi company

engineworks™ a screen engine/asi facility

ticktBox a screen engine/asi company

virtuworks™ powered by screen engine/asi

audience engine™ powered by screen engine/asi

PostVOD™ powered by screen engine/asi

TESTDRIVE™ powered by screen engine/asi

PostTrak™ powered by screen engine/asi

GETT™ powered by screen engine/asi

screenexperts™ powered by screen engine/asi

Tracktion™ powered by screen engine/asi

screenplay

screen engine/asi's spectrum™

insights ASSOCIATION COMPANY MEMBER

Complexity of Coding Films & TV Shows

Content Development

Overnight Turnaround

High-Quality Coding Expectations

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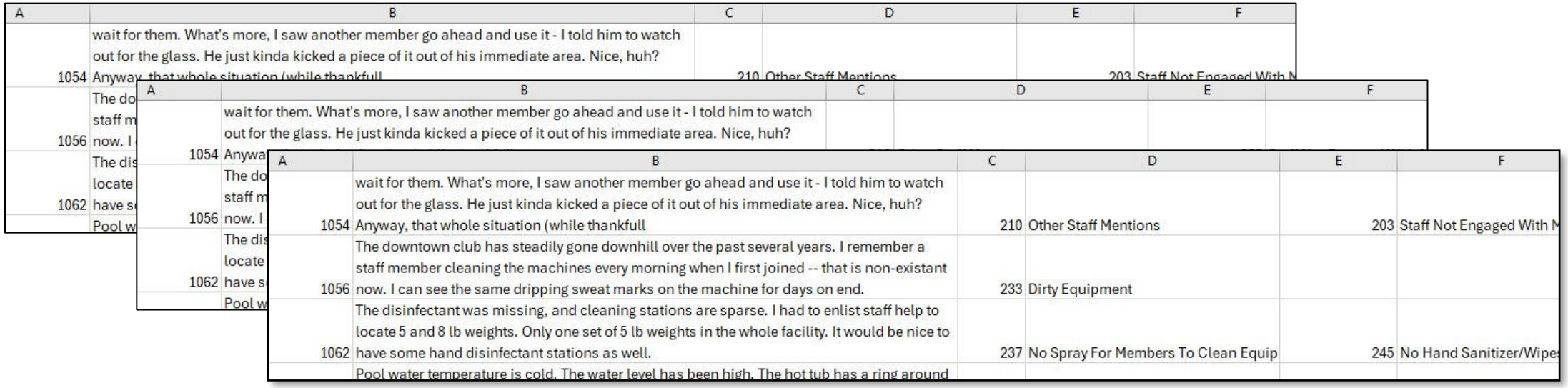
Coding in Excel

Coder

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



	A	B	C	D	E	F
		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?				
1054		Anyway, that whole situation (while thankfull	210	Other Staff Mentions	203	Staff Not Engaged With M
1056		The downtown club has steadily gone downhill over the past several years. I remember a staff member cleaning the machines every morning when I first joined -- that is non-existant now. I can see the same dripping sweat marks on the machine for days on end.	233	Dirty Equipment		
1062		The disinfectant was missing, and cleaning stations are sparse. I had to enlist staff help to locate 5 and 8 lb weights. Only one set of 5 lb weights in the whole facility. It would be nice to have some hand disinfectant stations as well.	237	No Spray For Members To Clean Equip	245	No Hand Sanitizer/Wipes
		Pool water temperature is cold. The water level has been high. The hot tub has a ring around				

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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

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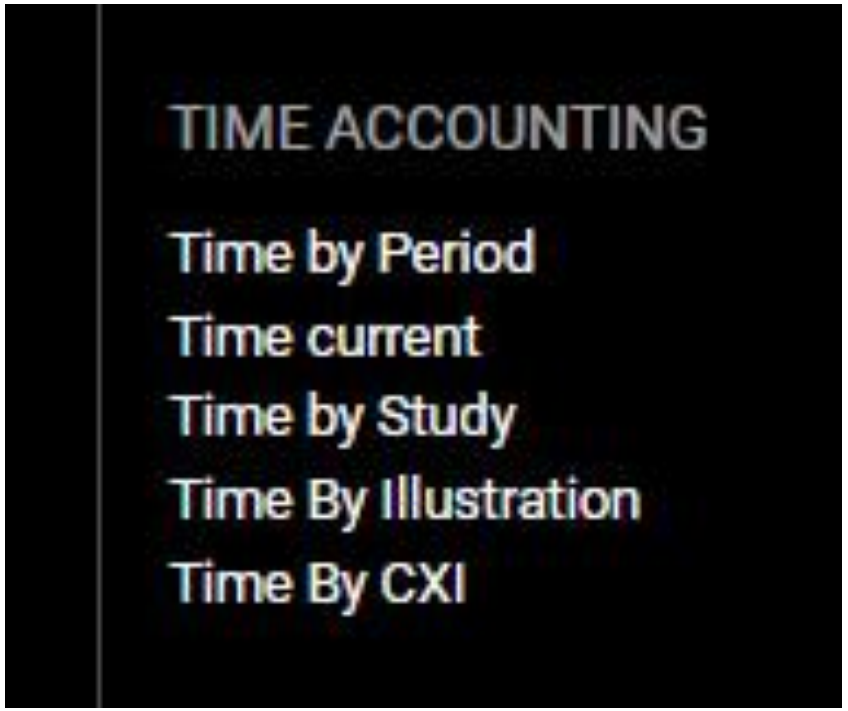
Coder Time Accounting Admin Tool

Coder

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



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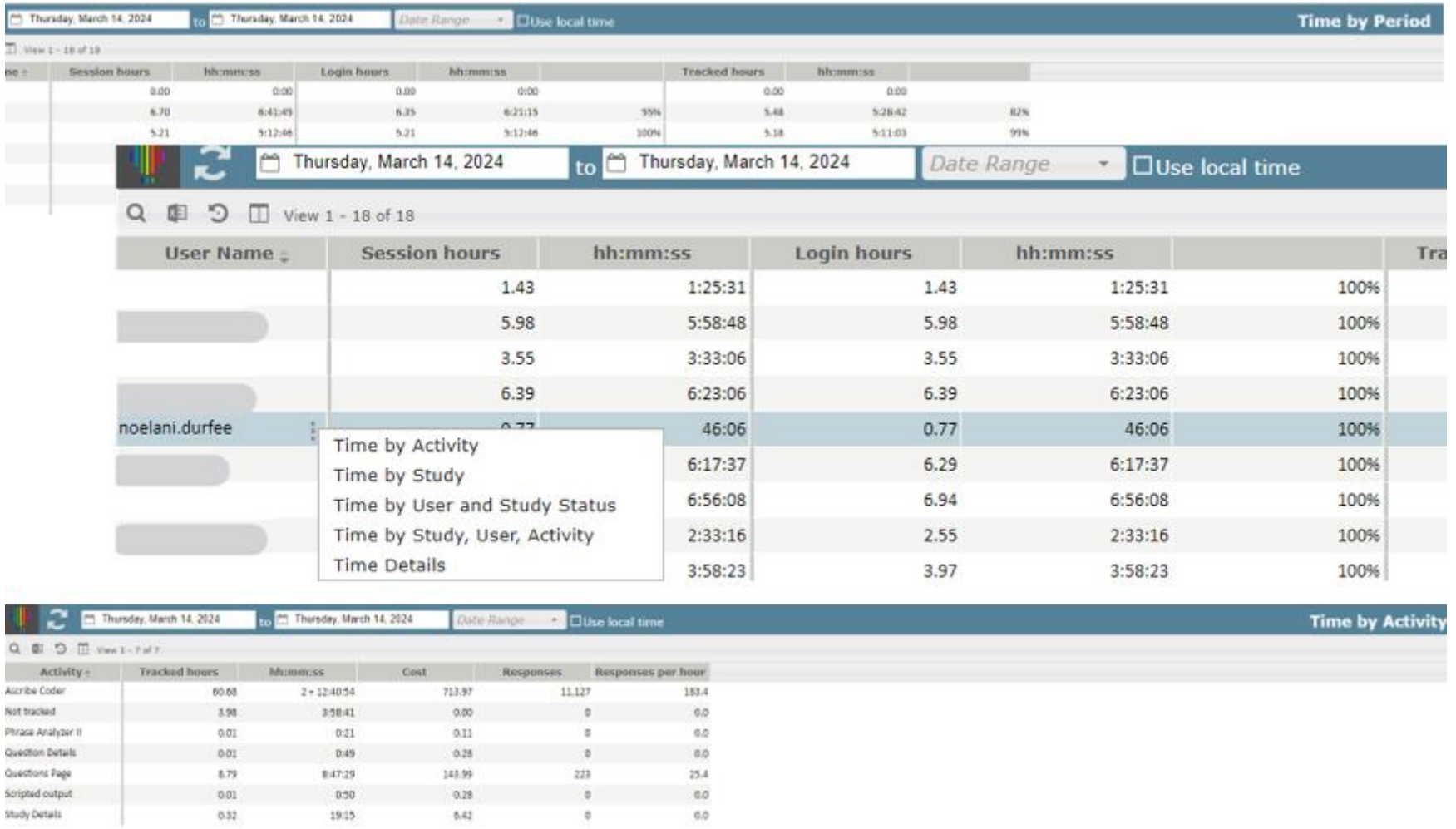
Coder Time Accounting Admin Tool

Coder

Track Coders by Studies



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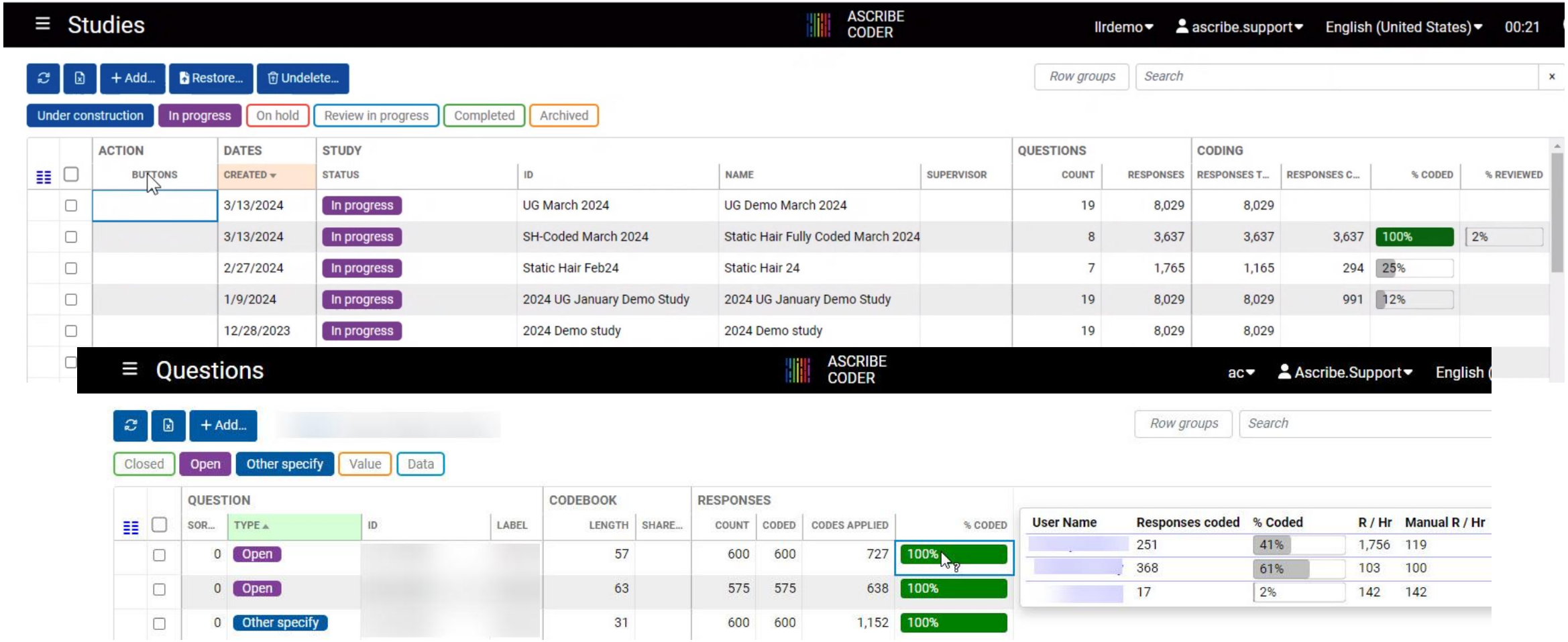
Studies & Questions Progress

Coder

Track Studies in Progress



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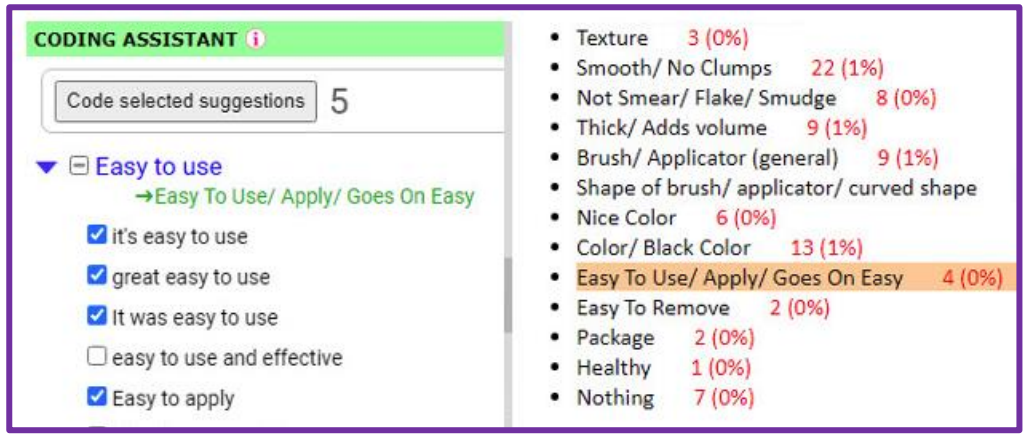
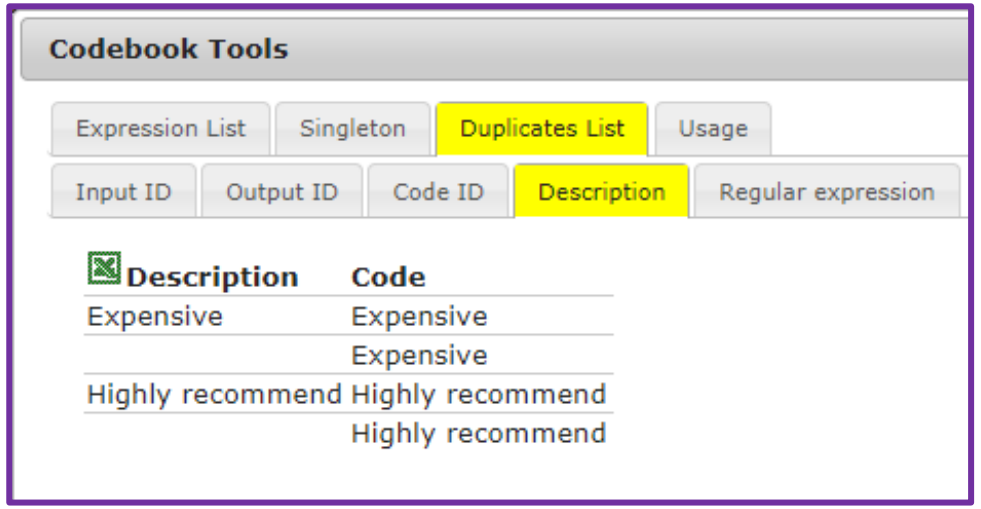
Coder Advanced Innovations

Coder





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

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Outstanding Training & Support

Coder

- 24/7 Support
- Detailed Training
- Custom Manuals

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Designed by Coders for Coders

- Intuitive – quick adoption
- Collaboration
- Improved job satisfaction

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RESULTS! Significant ROI!

Coder

- **Faster Coding! 31 hours to 10 hours**
  - ⬆ On-Time
  - ⬆ Capacity +50%
- Improved Accuracy
- Happy Coders

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

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Ascribe AI Innovation

Coder

CX Inspector

Text Analysis

Coder

Verbatim Coding

Services

Full-Service Experts

New!

AI Coder

With Theme Extractor

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AI Coder – Case Study

Coder

Chicago The Musical

- **Social Reviews**
- **1,060 Responses**

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AI Coder: Chicago The Musical

Coder

AI Coder

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

AI Coder
With Theme Extractor

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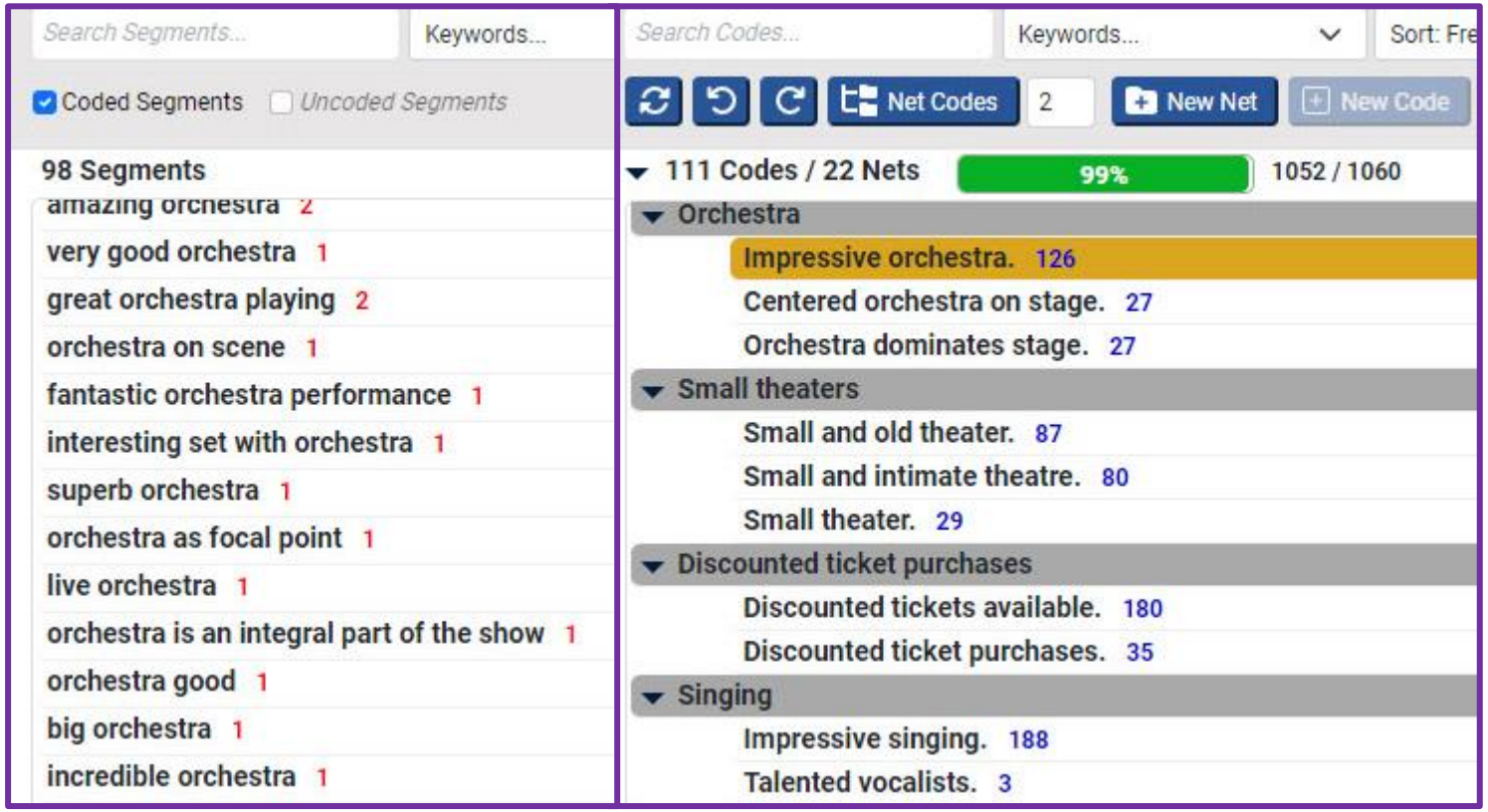
AI Coder: Chicago The Musical

Coder

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



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With Theme Extractor

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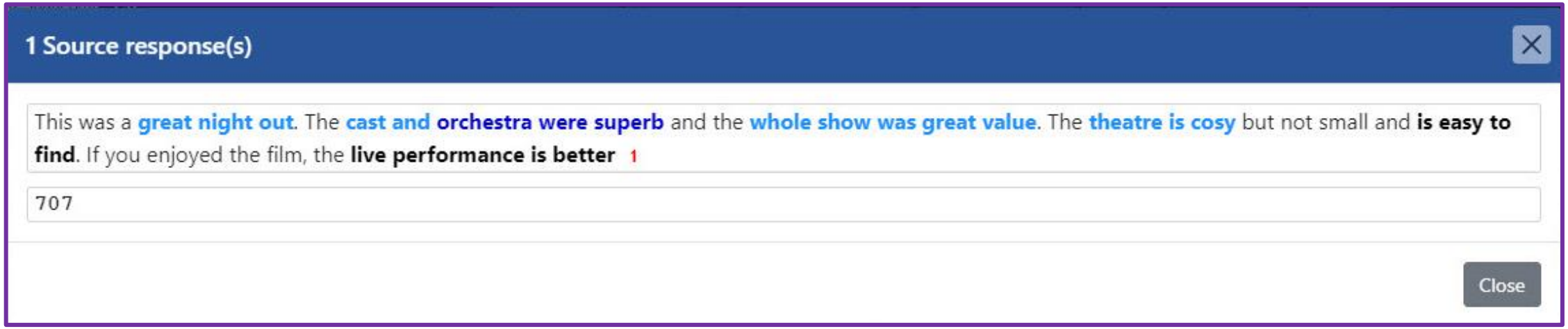
AI Coder: Chicago The Musical

Coder

Click through to see full response



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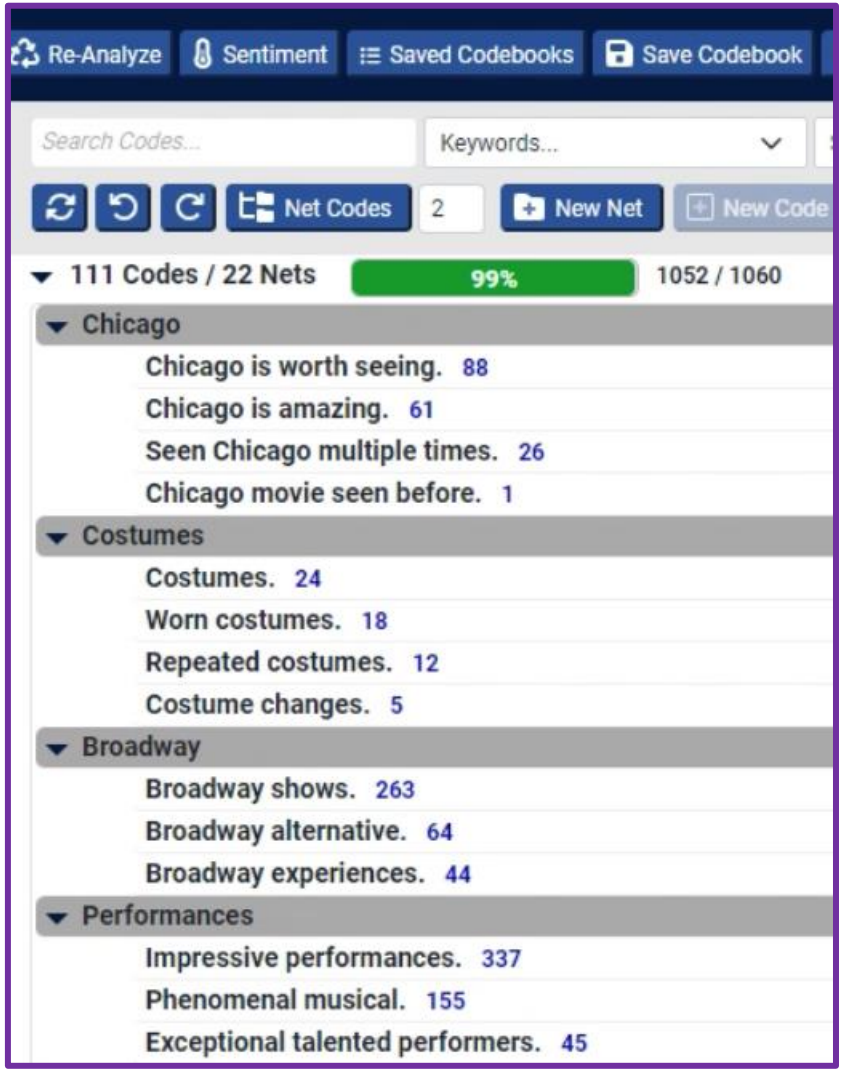
AI Coder: Chicago The Musical

Coder

Auto Netting



AI Coder
With Theme Extractor

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AI Coder

AI Coder Results

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

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Noelani
Associate Director of Data Processing

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Ascribe Booth 809: Live Coder Demos

Enter Bose Headphone Raffle!