

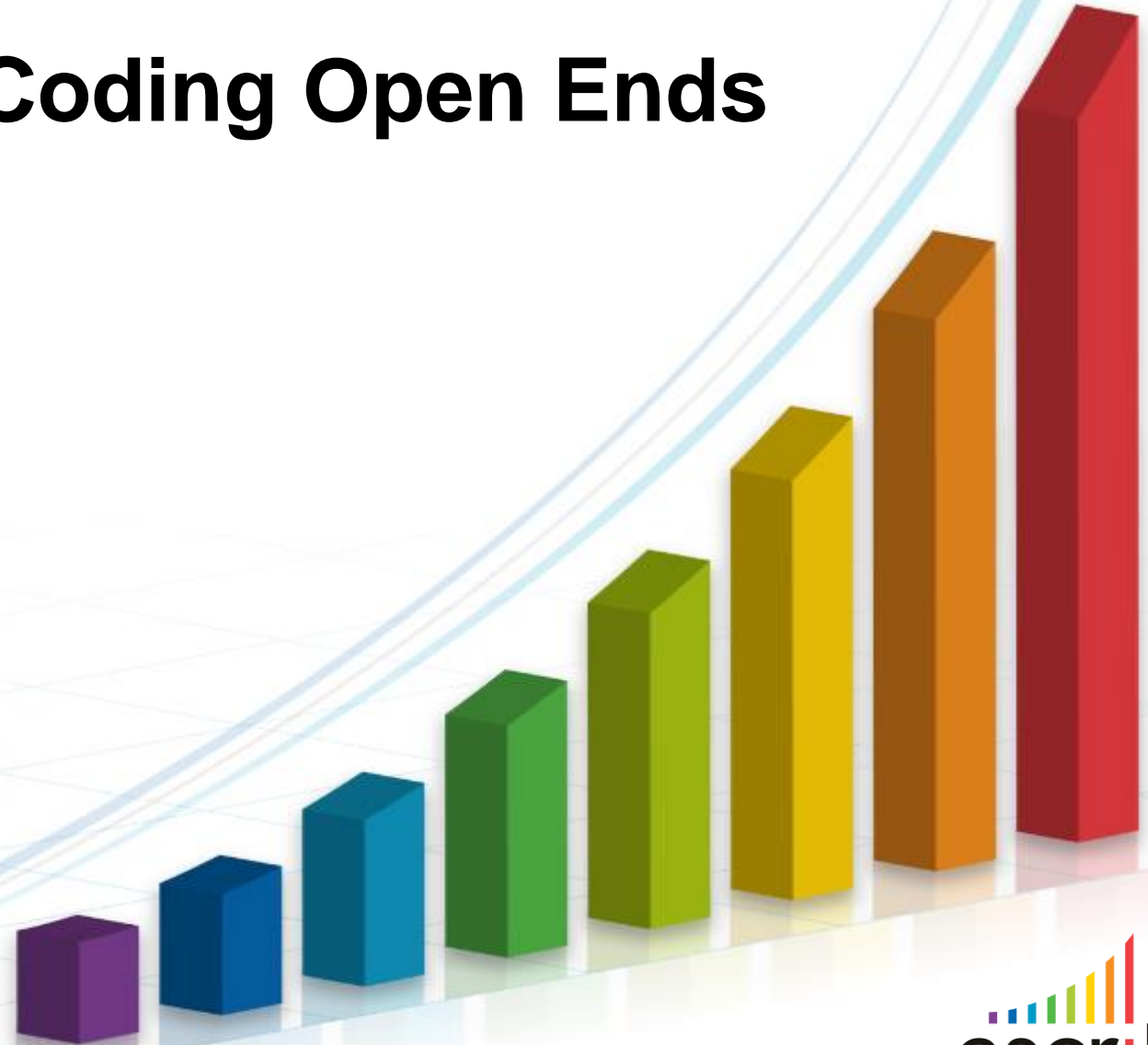
The Power of AI in Coding Open Ends

Sandi Levitan, Partner



*Turn your survey responses into
actionable management information*

February 2023





“Corporate technology leaders are leaning on artificial intelligence and other software automation tools to help companies grow without hiring additional workers....

Efforts are being accelerated or expanded as pressure mounts on employers to do more with less.”

Wall Street Journal 2/3/23



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



Making open end analysis easy

Average Customer Tenure +10 years



Ascribe's solutions serve 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: Leveraging the Power of AI



CX Inspector

Text Analysis



Coder

Verbatim Coding

AI Coder



Services

Full-Service Experts

NEW! Theme Extractor



Ascribe: Leveraging the Power of AI



CX Inspector

Text Analysis



Coder

Verbatim Coding

AI Coder



Services

Full-Service Experts



Turning your survey responses into **actionable**
management information

Sandi Levitan, Partner

Ascribe Partnership



- Software is our life-blood
- Best in the industry
 - Powerful
 - Reliable
 - Flexible
- Continual evolution / improvement
- Extraordinary customer service





AI Coder with Theme Extractor

- Fast turnaround
- Automatically codes responses and builds a codebook
- Flexible level of detail
- Sentiment analysis
- Multi-lingual capability

Case Study 1: Certified Pre-owned Vehicle



- # of Questions = 1
(10 response boxes)
- # of Respondents = 939
- Total Responses = 3,004



Case Study 1: Certified Pre-owned Vehicle



51 Codes, 76% Coded



Case Study 1: Certified Pre-owned Vehicle



153 Codes, 88% Coded

Net Codes New Net New Code Fewer Codes More Codes

153 Codes 88% 2627 / 3004

- vehicle
 - Car vehicle history 14
 - Engine 19
 - Motor 7
 - One owner vehicle 4
 - The vehicle 52
 - The vehicle by viewing the pictures 5
 - Vehicle safety 9
- good
 - Great 9
 - Is very good 30
 - It is best 3
 - Its a good deal 8
 - Like it 9
 - Very beautiful 17
- good / car / price
 - Car has a good price 16
 - Cars are expensive 5
 - Good price 74
 - If it gets good gas mileage 15
 - The car 41
- pre-owned / certified
 - Certified by manufacturer 5
 - Certified pre-owned 20
 - Pre-owned 7
 - The pre-owned car 16

51 Codes, 76% Coded

Net Codes New Net New Code Fewer Codes More Codes

51 Codes 76% 2289 / 3004

- engine / fuel / vehicle
 - Engine 21
 - Fuel 16
 - The vehicle 67
- good
 - Good looking 22
 - Is very good 49
 - Quality 19
- price
 - Cost 18
 - Good price 97
 - The price would be important 24
- pre-owned
 - Certified pre-owned 27
 - The pre-owned car 24
- eco / friendly / low / emissions
 - Eco friendly 31
 - Low emissions 5
- car
 - The car 53
 - The car has a good mileage 21
- Other Codes
 - Accidents 26
 - Audio 2
 - Being relatively new 2

Theme: Good Price



Coded Segments Uncoded Segments

Net Codes New Net New Code

97 Segments

- good price 1
- Good price 2
- GOOD PRICE 1
- A good price 1
- have a good price 1
- good for price 1
- great price 1
- GREAT PRICE 1
- The price is a good deal 1
- price is good 1
- The price is good 1**
- nice price 1
- The price is a good value 1
- the affordable price 1
- Overall if the price is a good deal 1

51 Codes 76% 2289 / 3004

- engine / fuel / vehicle
 - Engine 21
 - Fuel 16
 - The vehicle 67
- good
 - Good looking 22
 - Is very good 49
 - Quality 19
- price
 - Cost 18
 - Good price 97**
 - The price would be important 24
- pre-owned
 - Certified pre-owned 27
 - The pre-owned car 24

Case Study 1: Certified Pre-owned Vehicle



Results with AI Coder: Time Saved = 65%

- Standard Coding 16.5 hours

- Manual coding: 15 hours (@ 200 responses/hour)
- QC time: 1.5 hours

- Coding with AI Coder 6 hours

- Initial coding time: <5 minutes
- Codebook review, Code remaining, QC: ~6 hours

3,004 Responses Coded

Case Study 2: Asthma inhaler



- # of Questions = 1
(13 response boxes)
- # of Respondents = 898
- Total Responses = 4,235
- Total # of Languages = 7



Case Study 2: Asthma inhaler



88 Codes, 88% Coded

The screenshot shows a software interface for managing codes. At the top, there are several buttons: 'Net Codes', 'New Net', 'New Code', 'Fewer Codes', and 'More Codes'. Below these buttons, a summary bar displays '88 Codes' and '88%' in a green bar, with a total of '3283 / 3726' codes. A red circle highlights this summary bar, and an arrow points from it to a callout box on the left. Below the summary bar, there are three expandable sections:

- good / lung / deposition / breathed / lungs**
 - Breathed into lungs better 11
 - Good lung deposition 20
 - Inhaler alternative 48
 - Less pneumonia 4
 - Бронхолитик 25
 - Расслабление гладкой мускулатуры бронхов 5
 - 治疗哮喘 148
- alivio / de / los / síntomas / effective**
 - Alivio de los síntomas 50
 - Effective symptom control 8
 - Для поддерживающей терапии 169
- daily**
 - Once daily 44
 - Once daily dosing 77
 - Unica somministrazione giornaliera 4

Theme: Anti inflammatory reliever



Coded Segments Uncoded Segments

206 Codes **92%** 3436 / 3726

55 Segments

- anti inflammatory reliever 2
- anti inflammatoire 1
- Anti inflammatory 2
- Anti inflammatory reliever 2
- anti inflammatory 4
- activité anti inflammatoire 1
- Anti-inflammatory reliever 1
- anti-inflammatory reliever 1
- anti inflammatory effect 1
- preventer anti inflammatory 1
- Anti inflammatory effect 1
- Antiinflammatory 1
- 抗炎缓解 1
- true anti-inflammatory reliever 1
- 抗炎作用 1
- anti infiammatorio 1
- action anti inflammatoire 1
- 强大的抗炎作用 1
- strong antiinflammatory 1
- 抗炎强 1
- 抗炎作用强 1
- anti inflammatory preventer 1

▼ inhaled

- 1 inhalation 2
- Auch bei niedrigem atemzugvolumrn 5
- Breathed into lungs better 10
- Dry powder inhaler 2
- En aerosol doseur 2
- Inhaler 42
- Mejora la función pulmonar 8
- Metered dose inhaler 4
- Бронхолитик 23
- 治疗哮喘 141

▼ reliever

- Anti inflammatory reliever 55**
- For acute use 8
- Mantenimiento del paciente 10
- Prn treatment 4
- Terapia efectiva con dispositivo facil de usar 10
- Used as a reliever medication as required 13
- Для поддерживающей терапии 152
- Форма выпуска препарата позволяет контролировать правильность его приема 2
- Эффективный препарат 54
- 剂量选择多 12

Case Study 2: Multi-lingual Codes



▼ reliever	
Anti inflammatory reliever	55
For acute use	8
Mantenimiento del paciente	10
Prn treatment	4
Terapia efectiva con dispositivo facil de usar	10
Used as a reliever medication as required	13
Для поддерживающей терапии	152
Форма выпуска препарата позволяет контролировать правильн	
Эффективный препарат	54
剂量选择多	12

▼ 206 Codes 92% 3436 / 3726	
▼ inhaler	
1 inhalation	2
Auch bei niedrigem atemzugvolumrn	5
Breathed into lungs better	10
Dry powder inhaler	2
En aerosol doseur	2
Inhaler	42
Mejora la función pulmonar	8
Metered dose inhaler	4
Бронхолитик	23
治疗哮喘	141
▼ reliever	
Anti inflammatory reliever	55
For acute use	8
Mantenimiento del paciente	10
Prn treatment	4
Terapia efectiva con dispositivo facil de usar	10
Used as a reliever medication as required	13
Для поддерживающей терапии	152
Форма выпуска препарата позволяет контролировать правильность его приема	2
Эффективный препарат	54
剂量选择多	12
▼ keine	
Keine	37
Keine besondere	2

Case Study 2: Asthma inhaler



Results with AI Coder: Time Saved = ~67%

- Standard Coding 23.3 hours

- Manual coding: 21 hours (@ 200 responses/hour)
- QC time: 2.3 hours

- Coding with AI Coder 8 hours

- Initial coding time: <5 minutes
- Codebook review, Code remaining, QC: ~8 hours

4,235 Responses Coded



AI Coder with Theme Extractor

Multiple Uses:

- Major themes
- Fully code/build codebook
- Provide a simple overview



AI Coder with Theme Extractor

- AI + Human Coding
- Improves Coding Productivity



Coder

AI Coder with Theme Extractor

- AI + Human Coding
- Improves Coding Productivity

Rick Kieser
CEO Ascribe

Sandi Levitan
Partner, Coding Experts

Q&A

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