

# Maximise verbatims with text analytics

How do you structure and filter to deliver insight and not just data?



Increasingly, automotive manufacturers are looking to gain more insights from the verbatim data we collect.

Unfiltered customer comments provide a great opportunity to learn more about how customers are feeling and to understand how to put right issues that arise. But one of the key weaknesses of online quantitative research can be the quality and quantity of verbatim data. How do you structure and filter your data to ensure you get insight and not just more data?

## The right foundations

Great text analysis starts with great verbatim data. At Maritz we use patented technology to drive better verbatim data collection from online studies. Maritz Smartprobe™ was designed and refined by our teams of market research experts to ensure that online verbatims yield more words and more diagnostics than traditionally gathered data. It simulates

what live interviewers would do during telephone and personal interviews – asking for additional information and probing for specific responses. The result is that Maritz SmartProbe™ provides greater diagnostic detail and coverage of topics than respondents typically offer on their own in self-administered surveys. Not only does this technology already enable more specific words and more detailed feedback to be provided by the customer, but

our research experts are continuously improving the techniques whereby Maritz SmartProbe™ probes further and elicits yet more words and specific details from your respondents

For example, if the customer does not write many words, a hard prompt asks the customer for more information. If the customer writes any of the relevant words which are key to the issue, then they are followed up with a prompt.



Here is an example of Maritz SmartProbe™ in action. The first screen is a typical verbatim response to an online open end. While it is good to know the staff were great, we have no idea why.

A hard probe would simply ask for more information. SmartProbe™ picks up on the key word “staff” and asks a follow up question:



The result is a fuller verbatim which can be used for diagnosis and follow-up if needed:



SmartProbe™ really works. On average more than 25 additional words are typed in response to a SmartProbe™. We can also enable verbatim to be collected using the voice entry capabilities of iPhone and Android Smartphones. Clever prompting and programming makes this an easy option for customers to use. Find out more about our online research: [www.maritzautoresearch.com/what-we-do/online-research/](http://www.maritzautoresearch.com/what-we-do/online-research/)

### The right tools

Maritz has invested in automated text analysis tools for many years and our current clients benefit from the insight that the analysis of unstructured data provides. Our text analysis tools allow for both automated coding against structured code frames and also allow for ad-hoc data mining of customer verbatim. We can bring multiple unstructured datasets into one single taxonomy – integrating survey data and social media data for example.

### How can I use text analysis?

1. Auto-coding – more consistent than manual coding and lower cost. This is great for trackers or where lots of verbatim data are collected
2. Bringing together multiple unstructured datasets into a single codeframe – we have successfully pulled many different sources of verbatim into a single taxonomy to understand patterns and make data manageable
3. Identifying emerging issues – using coded verbatim data can help us spot emerging issues very early and respond to them
4. Sentiment analysis – understanding what the customer means and whether this is positive or negative

