

TRANSFORMING CONSUMER COMMENTS INTO ACTIONABLE INFORMATION

IPSOS QM SOLUTIONS

HOW DOES IPSOS QM USE TEXT ANALYTICS?

Text Analytics is used by the QM team at Ipsos to analyze short verbatim-based questions. Once the verbatim has been coded and the customer responses are properly categorized, we use custom interactive visual tools such as word clouds and word webs to help clients probe the data.

EXAMPLE VERBATIM

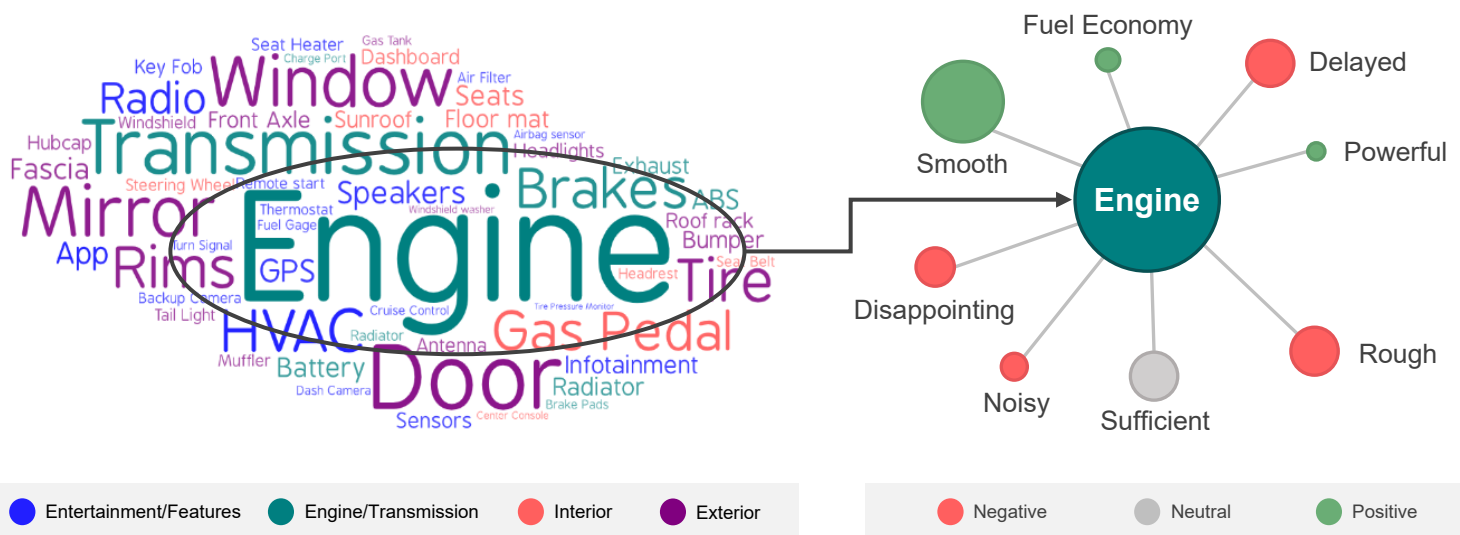
"The mirrors are **difficult to adjust!!!** The limited view is **dangerous**."

"I'm **obsessed** with my new car, it's **amazing**. The **seats** are so comfortable. I have **no complaints!**"

Sentiment	Location	Observation
Negative	Mirrors	Difficult to adjust
Positive	Seats	Satisfied customer/ comfortable seats

WORD CLOUD & WORD WEB

A word cloud is used to display locations in the vehicle that received customer feedback. The word web delves into the next layer of detail providing insights to emotional responses and feature characteristics. These tools are useful to visually display the data and give vehicle engineers a way to track vehicle performance month to month once some extra analysis and classification has been done.



The size of the words in the word cloud and the size of the bubbles on the word web correlate to the frequency the word was mentioned.

Certain details have been slightly modified to preserve confidentiality. The word cloud and word web pictured above are not functional and are for conceptual purposes only.