

# Harris Interactive Text Analytics

## Structured Insights from Unstructured Data

Over the past several decades text mining has evolved to become a top of mind solution for tapping into customer insight. Now, Harris Interactive is pushing the possibilities of text mining even farther with **Harris Interactive Text Analytics** – a new, cutting edge approach to mining and ‘making sense’ of the ever-growing landscape of unstructured information associated with your business.

### Examples of Unstructured Data Sources

To provide for a holistic 360 degree view of your customers, Harris Interactive Text Analytics pulls from a growing expanse of unstructured content, including but not limited to:

- Survey verbatims
- Blogs, online reviews, and other user-generated content
- Emails and chat exchanges
- Focus group or interview transcripts
- Call center transcripts
- CRM databases
- News releases and news groups
- Additional open-ended commentary or narratives

### What is Harris Interactive Text Analytics?

Powered by the exponential growth of Web 2.0, customers are finding expression in a variety of new ways – either solicited (in survey verbatim, emails, focus groups, etc.) or unsolicited (in blogs, online reviews, chat groups, etc.). Together, this information offers unprecedented insight into your brand. Text mining derives high quality insights from this range of textual sources by focusing on data patterns and relevant meaning across texts. The opportunity offered by Text Analytics is to harvest that vast intelligence in an ordered and manageable way. This technique goes far beyond simple key word searches to leverage the compelling advances in **natural language computing**.

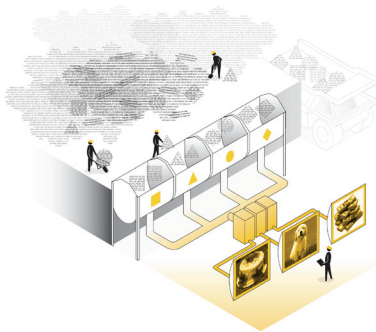
**Harris Interactive Text Analytics** provides structure to internal and external information where none exists, providing an unparalleled ability to inform decision makers with prescriptive details on customer reaction to products and services. The accompanying robust sentiment analysis helps answer the age old question: Why do customers behave the way they do?

**The result:** An unprecedented comprehensive depth of customer understanding that drives informed decision making.

### How does Harris Interactive Text Analytics Stand Apart?

Powered by Clarabridge®, Text Analytics builds on traditional text mining to not only extract relevant relationships from disparate information sources, but also enable the linking and integration of your other quantitative data including custom analyses (such as clustering, segmentation, and mixed mode weighting techniques).

The Text Analytics solution allows us to leverage industry leading text analysis software and couple it with our proprietary advanced analytics to produce balanced, strategic insight on customer attitudes and behaviors that are uniquely meaningful to your brand. This new approach works seamlessly with any existing analyses and advanced analytics to yield powerful predictive market forecasting information.



### Strategic Application Across Industries

The comprehensive insight generated from Harris Interactive Text Analytics can be continually employed to report on issues of critical business value, such as: customer satisfaction and loyalty, competitive performance, product innovation, risk management, communications, and overall profitability. Examples of the countless business applications associated with Text Analytics are shown below:

- **Financial Services:** Develop product superiority based on customer experience assessment
- **Product Development:** Identify emerging market trends, top-of-mind feedback, and product shortfalls early
- **Sales and Marketing:** Forecast competitive opportunities and threats, accelerate market insight and customer sentiment analysis
- **Service Issues:** Assess best practices, emerging customer needs, early indicators of problem areas, and root causes of stubborn issues
- **Retail:** Optimize product mix based on customer returns and sentiment information
- **Telecommunications:** Reduce customer churn based on call center notes

## Harris Interactive Text Analytics

### What are the Benefits?

Text Analytics is an end to end solution that contributes to insight libraries from continuously aggregated and mined content, allowing clients to:

- Properly classify and categorize large volume text without labor intensive manual coding
- Permit an accurate and meaningful analysis of emerging trends and customer sentiment
- Automate efficient analysis of future or past wave results with the established mining engine
- Allow more open survey design, reducing bias that can be introduced by forcing closed-ended response
- Build rich, interlocking connections and roadmaps between unstructured and structured data to give fresh meaning to new and existing information sources
- Enable root-cause analysis through complete drill down capabilities
- Allow for real-time segmentation and continuous reporting with a fully scalable framework
- Utilize numerous reporting and data exploration tools in analyzing output
- Leverage market intelligence to predict and pursue time-sensitive opportunities – delivering a rapid and continuous ROI

### Analytical Capabilities and Reporting

After initial mining, dynamic analyses can be easily accessed by your staff to answer any particular question. Results identify and frame business issues, which can then be transitioned into detailed operational objectives. All results are immediately accessible through a feature-rich interactive web portal, with easy-to-use customizable query and filtering to address any timely insight required by your organization. Downloadable reports are also available, and all data and analysis can be reported in a range of formats specific to your needs. For continuous text analytics efforts, regular alerts and critical assessments can provide the compulsory market feedback that saves money and drives revenue.

### Contact Information

Contact your account representative  
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