

> What's New in SPSS Text Analysis for Surveys 3.0?

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> Agenda

SPSS

- SPSS Text Analysis for Surveys 3.0
- What's new in SPSS Text Analysis for Surveys 3.0
- Demo
- Wrap Up

> Can SPSS Text Analysis for Surveys Help You?

- I get that my customer satisfaction score is going down – but why? Is there any issue I'm not aware of?
- **I want to be able to analyze qualitative data locked in my surveys.** ✓
- We already manually recode open-ended responses but... Could we do it faster? On more surveys? Reuse any previous work?
- **I want recoding to be more consistent, faster and cheaper.** ✓



> SPSS Text Analysis for Surveys: the best way to recode open-ended questions

SPSS

- Using SPSS Text Analysis for Surveys will bring:

- **Clarity** – insights into customer opinion
- **Speed** – rapid understanding and coding of qualitative feedback.
- **Consistency** – between different analysts
- **Time and money savings** - Reuse previous projects on new similar surveys

	Id	Response
1	255.0	My employment requires more switch knowledge versus router training I took (CCNA) but that's not a flaw of curriculum. CCNA could have provided more trouble shooting for day-to-day work. For example, finding a Mac address quickly to shut a machine down.
2	266.0	Stress management! Stressed workers show lack of commitment to maintaining a quality program- parent teacher relations, child abuse, recognizing it and what you can/ should do if CPS is ineffective and the child is moved to another school by parents.
3	247.0	I never was able to get a job in multimedia so I returned to my previous profession. I hope to be able to use my skills in multi media in the near future though.I feel confident that the industry will pick up and I will be ready to go when it does.
4	74.0	I think that on average a graduating student from the program is prepared for an entry-level position. Working in a health care facility is always a challenge; No one has the same care demands but we grow with everyday experiences.

- SPSS Text Analysis for Surveys will help people by:

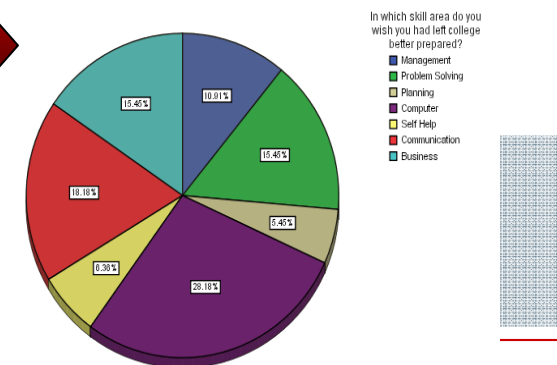
- Extracting & classifying unstructured text from open-ended questions
- Analyzing automatically positive and negative customer opinions and categorizing them to ease appropriate response
- Automatically recoding new surveys once your coding schemes have been optimized

- SPSS Text Analysis for Surveys does this with its:

- Sentiment Analysis capabilities
- Advanced classification techniques
- User friendly and straightforward GUIs



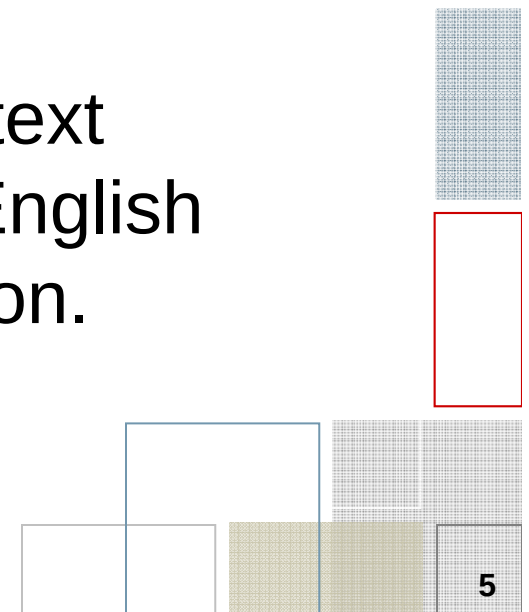
Graduate Satisfaction Survey Results



> Why is SPSS Text Analysis for Surveys 3.0 such a major release?



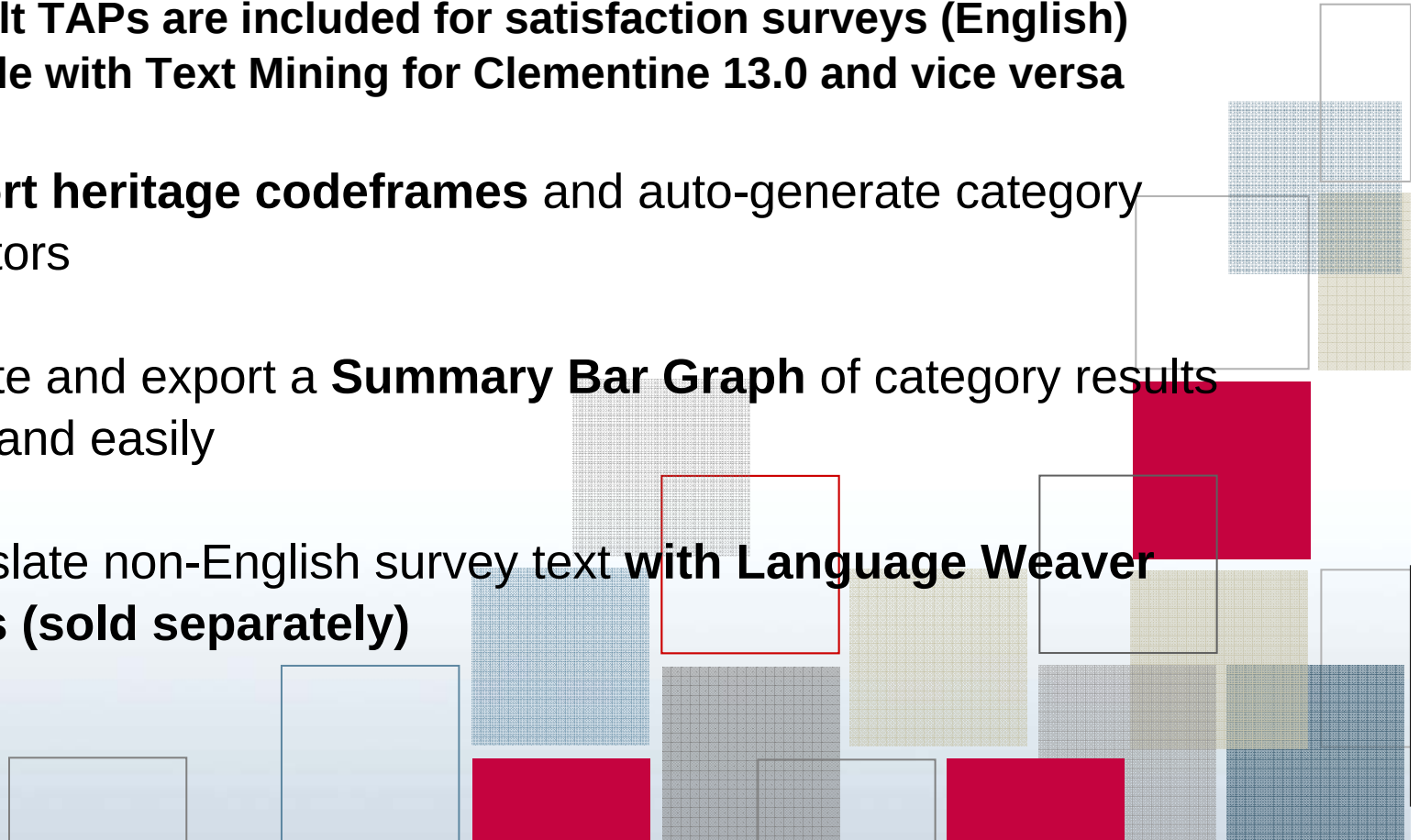
- ***Improved usability by business users***— recode open-ended responses without being an expert.
- ***Increased productivity*** – produce consistent results and reports with minimized manual work. Better reuse work already done.
- ***Expanded language support*** – turn text responses from > 30 languages into English prior to analysis. New Japanese version.



> New Features: Top Five



1. **Project Wizard** - Helps users get started quicker
2. **Text Analysis Packages (TAPs)**- Share categories/resources more effectively using
 - **Pre-built TAPs are included for satisfaction surveys (English)**
 - **Sharable with Text Mining for Clementine 13.0 and vice versa**
3. **Import heritage codeframes** and auto-generate category descriptors
4. Create and export a **Summary Bar Graph** of category results quickly and easily
5. Translate non-English survey text with **Language Weaver options (sold separately)**



> Other Great Features:

- **Sentiment-based category names** are more descriptive
- Better describe category contents by **adding a response/selection to a category annotation**
- To help build better categories, **relevance of records in each category and relevance of all categories to which a record belongs are displayed**
- **Category rule editor has been improved** to support text link analysis patterns, wildcards, and more
- **Extractor has been improved** to better capture main concepts
- **Automated category building techniques have been improved** with new options and improved algorithms
- **Import/Export .XLSX files (Office 2007)**

> Demo of the New Features



> Recap

- Easily and consistently recodes text responses by the use of a dedicated **wizard** for business users
- Reduces manual work by the use of **pre-built text analysis packages** for satisfaction surveys (customer, employee, product)
- **Quantify satisfaction** from customers'/constituents' own words (English, Dutch, French, German, Spanish and now Japanese)
- Provides automated translation capabilities through Language Weaver integration

> Thank You



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