

- The audio portion of this event will come through your computer speakers. (see adjusting volume control below)
- If you do not have functioning speakers, and would like to dial in to the call using your telephone, please dial:

UK free phone: 0800 028 8023 or local call rate: 0207 365 1860

Event Number: 661 343 200

- Upon joining the call, **you will not hear hold music**. Periodic announcements will be made to test the volume through your speakers.

Q & A

- Type any questions into the chat tab on the right

Adjusting volume control

- Through the Volume Control Panel on your computer
- Through the Webex Audio Broadcast window (see image below). You can adjust the volume slider on this control as needed.



Commonly Asked Questions

- **Can I get copies of these slides after the event?**
- **Is this event being recorded for later viewing?**



Commonly Asked Questions

- Can I get copies of these slides after the event?

Yes

- Is this event being recorded for later viewing?

Yes

www.spss.com/events



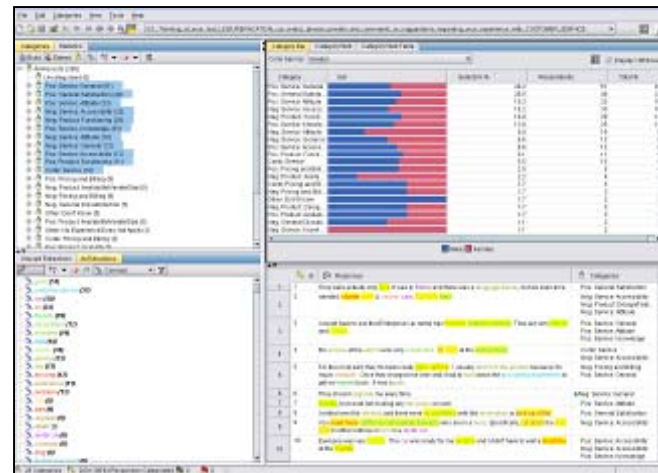
An Overview of *Text Analytics For Surveys*™



Jarlath Quinn
Principal Sales Engineer



- A desktop application that helps you gain greater insights from free-text survey responses faster and more easily—even if you haven't performed text analysis before.
- Transform unstructured survey data into quantitative data—without having to read text responses word for word. Specifically designed for survey text, PASW® Text Analytics For Surveys™ is based on our powerful natural language processing (NLP) software technologies.



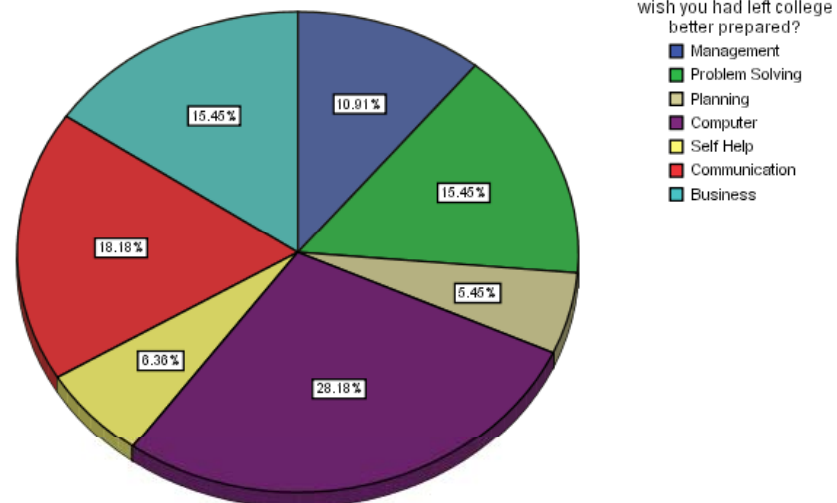
- **PASW® Text Analytics For Surveys™ offers:**
 - **Clarity** – insights into customer opinion
 - **Speed** – rapid understanding and coding of qualitative feedback
 - **Consistency** – between different analysts
 - **Time/Money Savings** – reuse previous projects
- **Text Analytics for Surveys helps:**
 - Extract and classify unstructured text
 - Analyse positive and negative opinions and categorise them
 - Automatically code new surveys using previous projects
- **PASW® Text Analytics For Surveys™ does this via:**
 - Sentiment Analysis capabilities
 - Advanced classification techniques
 - User friendly and straightforward interfaces



From Unstructured Data to Structured Data

Microsoft Excel - Graduate Satisfaction Survey Data.xls				
File Edit View Insert Format Tools Data Window Help				
B296				
	A	B	C	D
1	ID	Q11. Regarding courses, what improvements would you like to see?	Q12. Regarding instructors, what improvements would you like to see?	Q13. Regarding skills demanded at work, for which could your program have better prepared you?
2	1	Internships.	My instructor previously worked in industry and was the best instructor as far as "real on the job applications."	Need labs and more hands on experience.
3	2		The use of Powerpoint slides to better assist the instructor when lecturing.	
4	3	None. I felt the program was adequate as it was.	None. I felt the instructors were qualified and knowledgeable on the subject as well as excellent teachers.	Honestly, none. At all of my archaeological employment I used all skills that I learned from the program and felt prepared enough in each.

Graduate Satisfaction Survey Results



Transforming unstructured responses into quantitative data for analysis is typically time-consuming, tedious, and expensive

Example Applications

- **HR Surveys**
- **Local Government Consultation**
- **Customer Satisfaction**
- **Complaint Monitoring**
- **Student Feedback**
- **Brand Perception**
- **Warranty Analysis**



Text Analytics For Surveys™ Demonstration



For more information

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