IBM

Asking people what they think is easy.

Quantifying the results? Not so much.

They said what?

- *J. Smith, Kansas City*: "Loved the free breakfast delivered to our room in the morning."
- *P. Morris, Jacksonville*: "I don't eat in the morning. How about a free lunch next time instead?"
- *H. Jones, Philadelphia*: "Ordered coffee and pancakes. Got cereal and milk. Not a good morning."
- *B. Coper, Madison*: "The food was actually better tasting that it looked in the cheesy menu photos."

You have their words. What you need is an easy and reliable way to make them count.

You need SPSS Text Analytics.
IBM SPSS Text Analytics for Surveys lets you quantify text responses for analysis along with other data - so you get results faster.

1. **Extract key concepts and opinions.**
   See the terms, types of words and patterns appearing in your responses - analyzing their meaning in context - all in standardized format.
   - Positive words: loved, better
   - Negative words: not, don't
   - Concept-related: breakfast, coffee, pancakes, cereal, milk, lunch
   - Product benefits: free
   - Ambiguous: good morning, cheesy

2. **Create and implement categories.**
   Sort your responses according to word similarities, derivation, semantics or frequency.

3. **Refine your categories.**
   Combine categories that share responses, refine category definitions and eliminate ambiguities.

4. **Summarize your findings.**
   Create charts at any point and communicate your results.

5. **Export your results for analysis.**
   Combine your results with other data for further analysis.

Here's what our users are saying...

- "Finally, there is a powerful, intuitive tool that reduces the time needed to analyze large amounts of qualitative data."
  Karl Buchholz, EVP, Data Specialists, Inc.
- "IBM SPSS Text Analytics for Surveys is exactly what the university has been searching for to extract critical nuggets of information from long text survey responses."

John Lemom, Sr. Computing Advisor, University of Aberdeen, Scotland

- "We are developing a much better understanding of Danish food preferences...and IBM Text Analytics for Surveys has played a pivotal role in the success of our project."
  Lars Aarup, Head of FDB Analysis, FDB, Denmark

Learn more about how we can help make it faster and easier for you to understand what your customers, students, patients or constituents really think at ibm.com/SPSSTextAnalytics.