

Insights2Action: Advanced Text Analytics

Translating Unstructured Data into Insights

Office Remedies, Inc. d/b/a ORI



About ORI

- ▶ An expert **research and data analytics** firm specializing in customer experience
- ▶ Our **core capabilities** include:
 - Survey design and data collection
 - Data analysis and unstructured data mining
 - IT services
 - Data entry, processing, and cleansing
 - Qualitative research design and execution
- ▶ Celebrating **30 years**—with 85% repeat and referral-based business
- ▶ We work with **best-in-class technology** partners to quickly and efficiently understand the voice of the customer
- ▶ **GSA MAS 47QTCA20D005R**
- ▶ **GSA MAS GS-10F-0465R**



Contract Holder
SINs: 54151S | 541611 | 541910

About ORI (Continued)

NAICS CODES

- ▶ **518210*** – Data Processing, Hosting, and Related Services
- ▶ **541511*** – Custom Computer Programming Services
- ▶ **541512*** – Computer Systems Design Services
- ▶ **541513*** – Computer Facilities Management Services
- ▶ **541519*** – Other Computer Related Services
- ▶ **541611** – Administrative Management and General Management Consulting Services
- ▶ **541612** – Human Resources Consulting Services
- ▶ **541613** – Marketing Consulting Services
- ▶ **541618** – Other Management Consulting Services
- ▶ **541720** – Research and Development in the Social Sciences and Humanities
- ▶ **541910** – Marketing Research and Public Opinion Polling
- ▶ **541990** – All Other Professional, Scientific, and Technical Services
- ▶ **561110** – Office Administrative Services
- ▶ **561410** – Document Preparation Services

**ORI meets Small Business Requirement*

Helping Clients Achieve Their Missions



ORI SOLUTIONS

STRENGTHEN

- Consulting on Program Monitoring & Evaluation
- Team Professional Development
- Rapid "Pulse" Feedback
- Monitoring Progress: Data Visualization

UNDERSTAND

- Surveys
- Data Mining & Analysis
- Predictive Analytics
- Program Participant Interviews
- Focus Groups

Translating Customer Insights into Results

- ▶ As a full-service customer experience (CX) consulting firm with extensive quantitative and qualitative research capabilities, ORI offers our clients high-value analytical insights.
- ▶ ORI's **differentiator** is our ability to work with government leaders to connect strategic goals to the data they have (or need) and the resulting changes required to ensure teams are strengthening customer engagement.



Insights2Action: Understanding the “Why” Behind Unstructured Data

An Innovative Approach to Research & Data Analytics

Why Use *Insights2Action*?



Develop data-informed, accurate 360° perspective of customer satisfaction



Develop new strategies that meet emerging customer needs



Address pain points quickly to strengthen customer experience



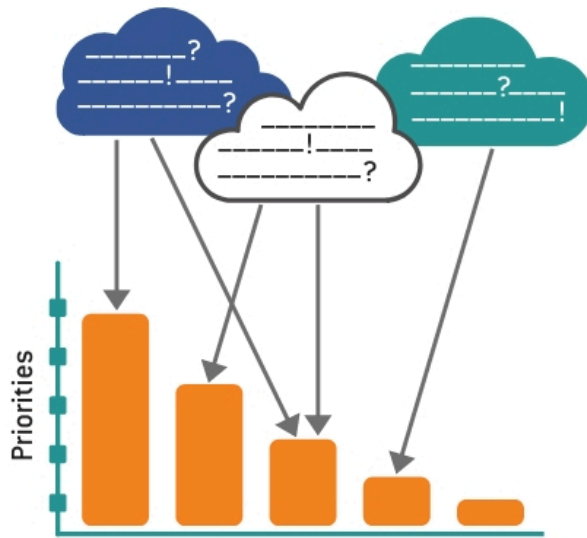
Increase customer engagement to better deliver on your mission

Understanding What Stakeholders Are Saying

Thematic Analysis

What stakeholders are talking about

Common themes expressing interests, needs, and what they care about



Using AI-powered, market-tested technology, ORI analyzes siloed data across the organization to translate insights into improved strategic initiatives

Insights2Action analyzes verbatims at the clause level and sentence level to draw out numerous varying themes that can be contained in a single verbatim.

Leveraging All Data to Uncover Insights

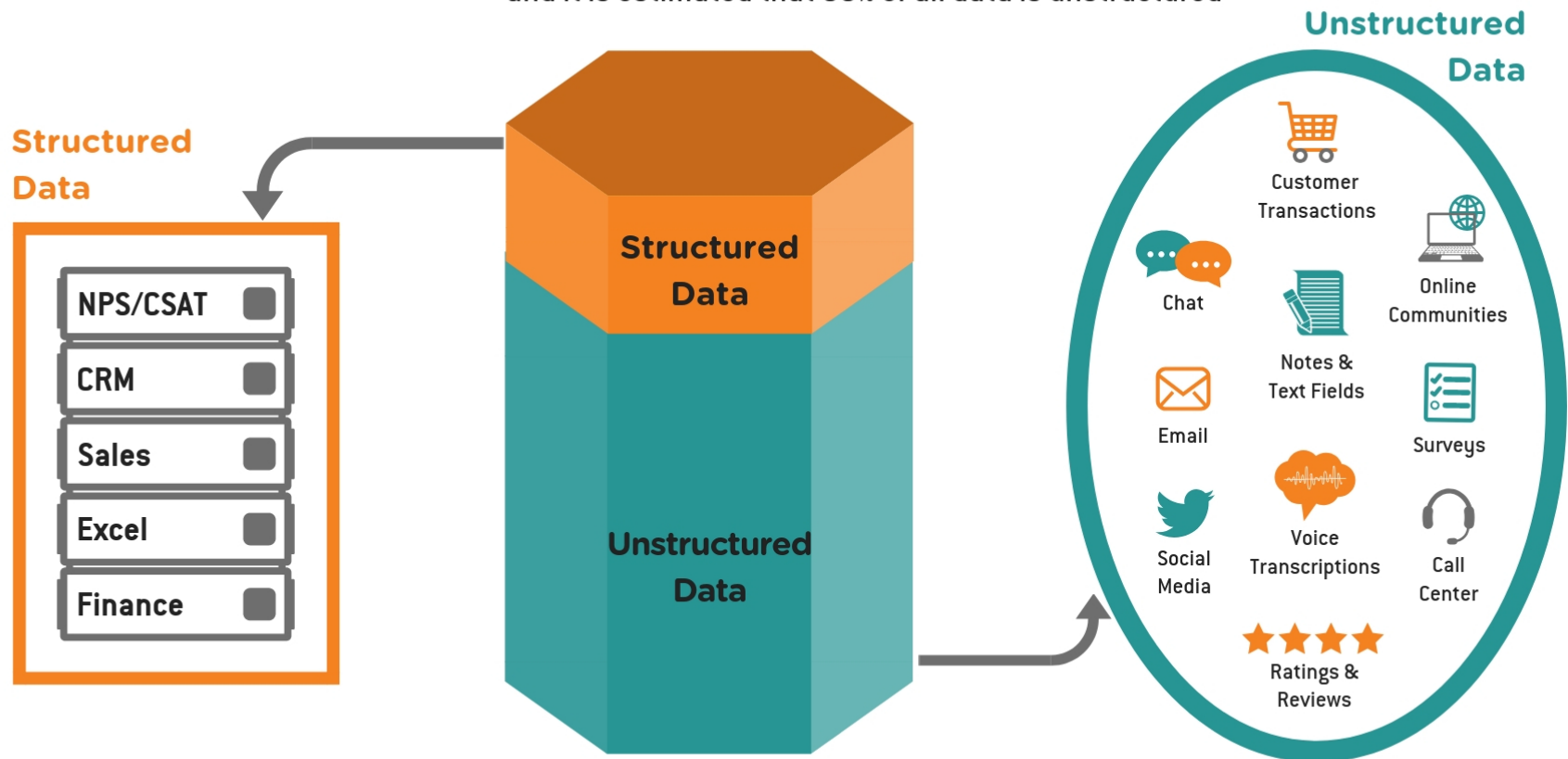
► Put simply, there are two types of data:

- **Structured Data:** Any data that resides in a fixed field within a record or file. This includes data contained in relational databases and spreadsheets. (Quantitative: Numbers, pre-defined responses.)
 - Examples include demographics, revenue, ratings (1-5, 5), T/F, Yes/No, dates, etc.
- **Unstructured Data:** Information that either does not have a pre-defined data model or is not organized in a pre-defined manner. (Qualitative: Text- or speech-based data with no specific pattern or pre-defined format.)
 - Examples include answers to open-ended survey questions, email, chat, SMS, social media posts, audio calls, agent notes, etc.

Why Is Unstructured Data So Important?

Approximately 2.5 quintillion bytes of data are created each day...

and it is estimated that 80% of all data is unstructured*

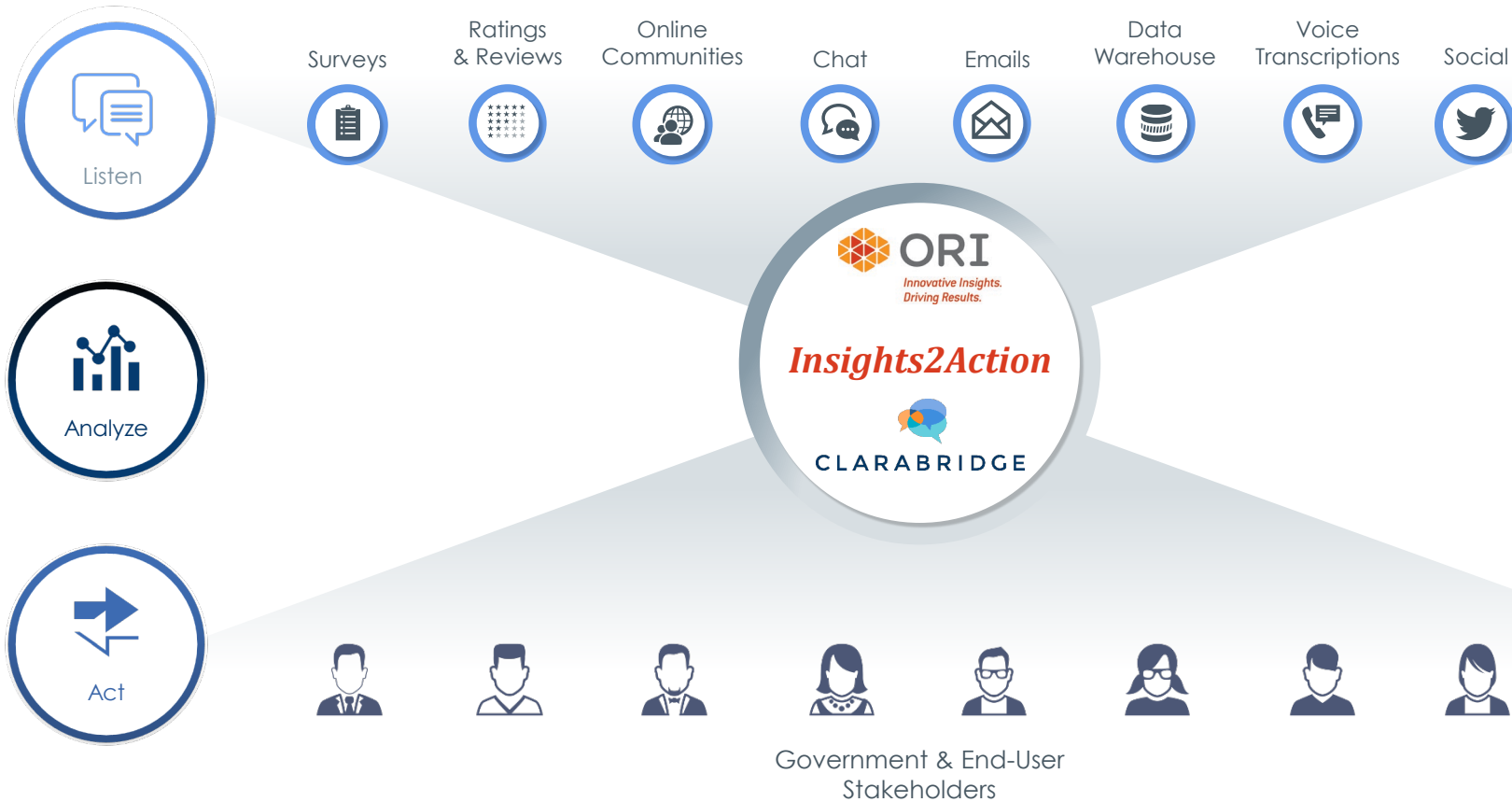


Source: Graphic adapted from January 2018 CXPA Presentation "The Why Behind the What," Jim Kitterman

*Gartner

Insights2Action Provides Consolidated View of Data

An ORI & Clarabridge Combined Offering

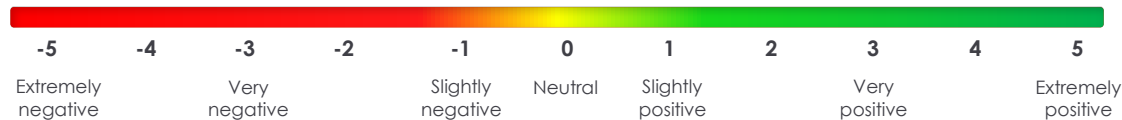


Insights2Action Services Offering

- ▶ Uses **Natural Language Processing (NLP)**.
- ▶ Enables superior **analysis of omni-source unstructured data** to uncover themes, subthemes, sentiment, and level of effort.
- ▶ Combines **unstructured and structured data** to help identify relationships and correlations—as well as enable segmentation.
- ▶ Yields **superior accuracy**, time to value, and scalability.

Insights2Action Services Offering: Sentiment

- ▶ Assigns numeric scores to positive and negative sentiment at the clause level.
- ▶ Sentiment analysis on an 11-point scale enables high-value, detailed analysis of sentiment.



-2 +2

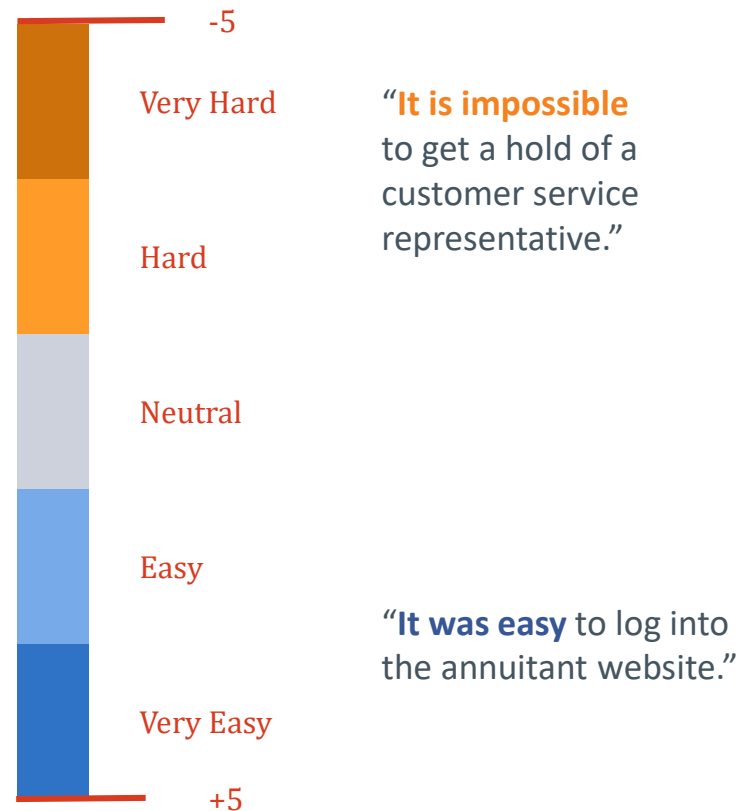
The agency's retiree service is worthless, but the customer service representative was friendly.

-3 +3

The agency's retiree service is absolutely worthless, but the customer service representative was very friendly.

Insights2Action Services Offering: Level of Effort

- ▶ Effort is a key indicator of where customers are experiencing difficulty.
- ▶ It highlights opportunities to fill a gap, answer customer wants and needs, and improve satisfaction.



Value Provided By *Insights2Action*



Improve Operations & Save Money



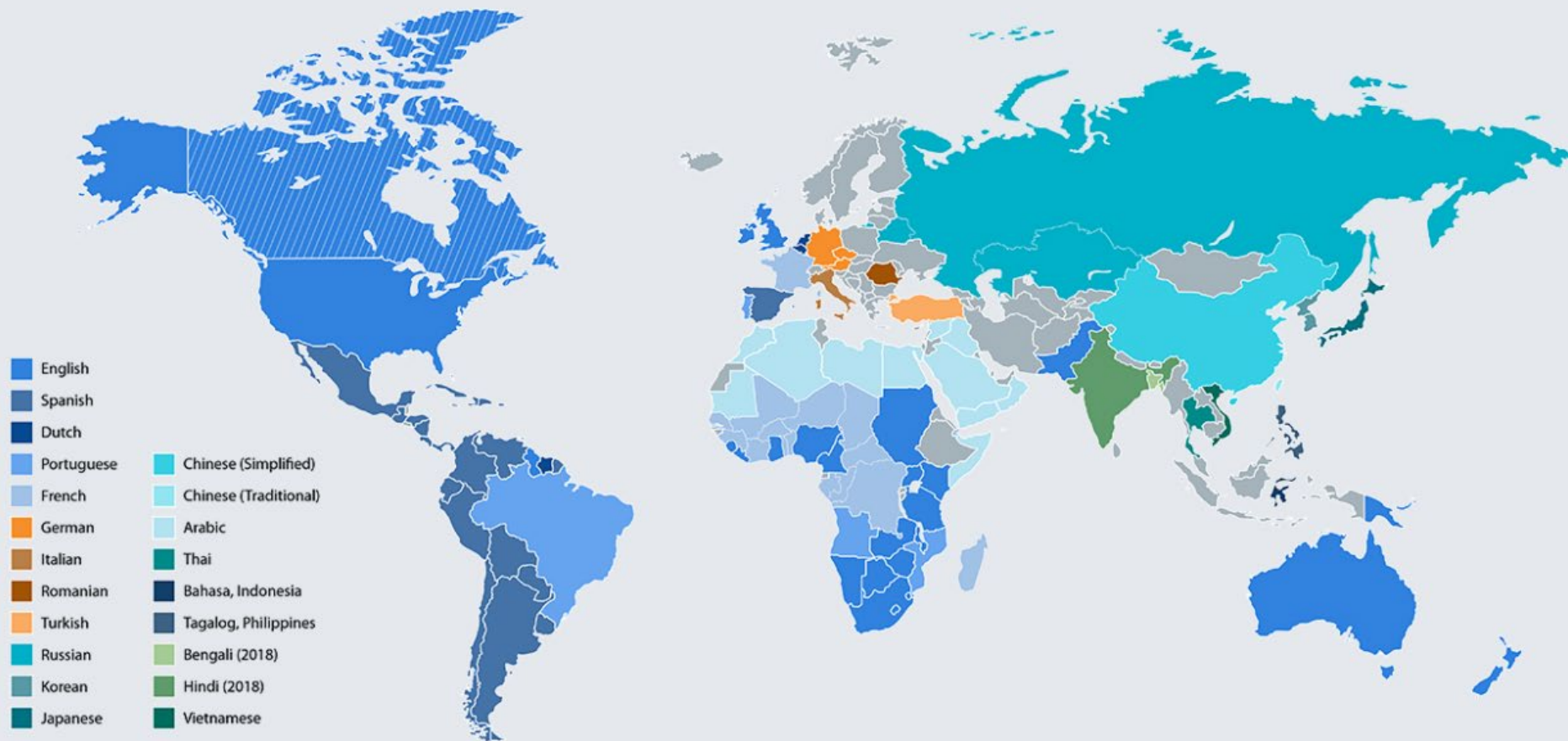
Maximize Return of Strategic Initiatives, Cost Avoidance



Manage Governance, Compliance & Risk

Global Capabilities

Global Language Support: 22 Tier-1 Languages Supported



ORI Technology Partners



CLARABRIDGE

OPINATOR®



SurveySignal

Sample Clients



Sample Clients

SKANSKA



GREATER WASHINGTON
Board of Trade





ORI

*Innovative Insights.
Driving Results.*

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