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**
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

Increasing Impact Through Understanding

- Improve Outcomes & Impact
- Taking Action
- Strengthen Programs, Activities & Outreach
- Audience Needs
- Program Performance
- Ideas for Improvement
- Understand Audience from Audience Perspective

**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

www.oriresults.com
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
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*

Structured Data
- NPS/CSAT
- CRM
- Sales
- Excel
- Finance

Unstructured Data
- Customer Transactions
- Online Communities
- Chat
- Notes & Text Fields
- Email
- Surveys
- Social Media
- Voice Transcriptions
- Call Center
- Ratings & Reviews

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

Listen
Analyze
Act

Surveys
Ratings & Reviews
Online Communities
Chat
Emails
Data Warehouse
Voice Transcriptions
Social

Government & End-User Stakeholders
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.

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

The agency’s retiree service is **absolutely worthless**, but the customer service representative was **very friendly**.
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
- Opininator
- Qlik
- Survey Signal

ORI
Sample Clients
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