

Accelerate Insights Simplify Analytics Discover Ascribe's AI Tools



SPEAKERS



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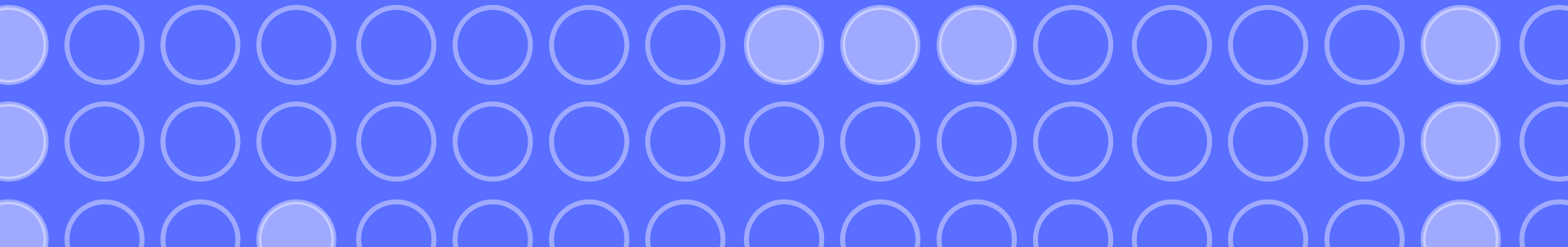
- **40+ years** of experience
- With **500+** clients
- Survey platform trusted by the **Top 50** Market Research Firms & Global Brands
- In **40+ Countries** since 1976



- **#1** Global Text Analysis Platform
- Over **6 Billion Responses** Processed
- Founded **25+ years** ago
- Serve **60%** of top Market Research firms
- **Fortune 500 Brands** across many industries
- Joined Voxco in **September 2024**



Making Open End Analysis Easy



Toluna-Ascribe Partnership



Toluna: **AI-Powered Consumer Intelligence**

- Global leader in insights, empowering clients with AI-driven research
- **AI Everywhere** strategy: integrating AI to enhance data quality and deliver deeper insights



Trusted partnership since 2015



Fast and accurate insights:

- AI-Powered Efficiency – 23 million responses coded annually with Ascribe for deep, meaningful analysis
- Actionable consumer understanding – providing quick access to valuable thoughts and preferences



Cutting-edge technology

- Designed for both **speed** and **quality**, ensuring reliable performance
- **Robust** and **scalable** platform – offers stability for seamless coding
- Excellent **customer service** and support

London Eye Case Study

- ~ 1500 Social Reviews
- > 90,000 Words



London Eye Case Study

- *Didn't we do this two years ago?!*

2023 vs 2025





AI Coder

Ascribe's Latest AI Innovations

- Theme Extractor
 - Visualizations
 - Ask Ascribe

London Eye - Case Study



**No Human
Intervention...
This is what we did**

AI Coder

With Theme Extractor

The screenshot shows the 'Analyze' interface of the Toluna AI Coder. It includes a 'Codebook' dropdown set to 'New Codebook', a checked 'Generate Segments' option, and a checked 'Generative AI Segmenting' option. The text input field contains 'Customer reviews of the London Eye'. The 'Segments and Codebook language' is set to 'English'. There is a 'Words to ignore' field with a dropdown arrow. The 'Coded and Uncoded' radio button is selected. The 'Theme Extractor' is checked, with 'Max number of nets' set to 10 and 'Max number of codes' set to 100. At the bottom, there are buttons for 'Cancel', 'Set as Default', 'Ascribe Default', and a play button.

Analyze

Options

Codebook: New Codebook ▼

☒ Generate Segments

☒ **Generative AI Segmenting**

Customer reviews of the London Eye

Segments and Codebook language: English ▼

Words to ignore: ...

☒ Coded and Uncoded
☐ Uncoded only

☒ **Theme Extractor**

Max number of nets: 10 Max number of codes: 100

Cancel Set as Default Ascribe Default ▶

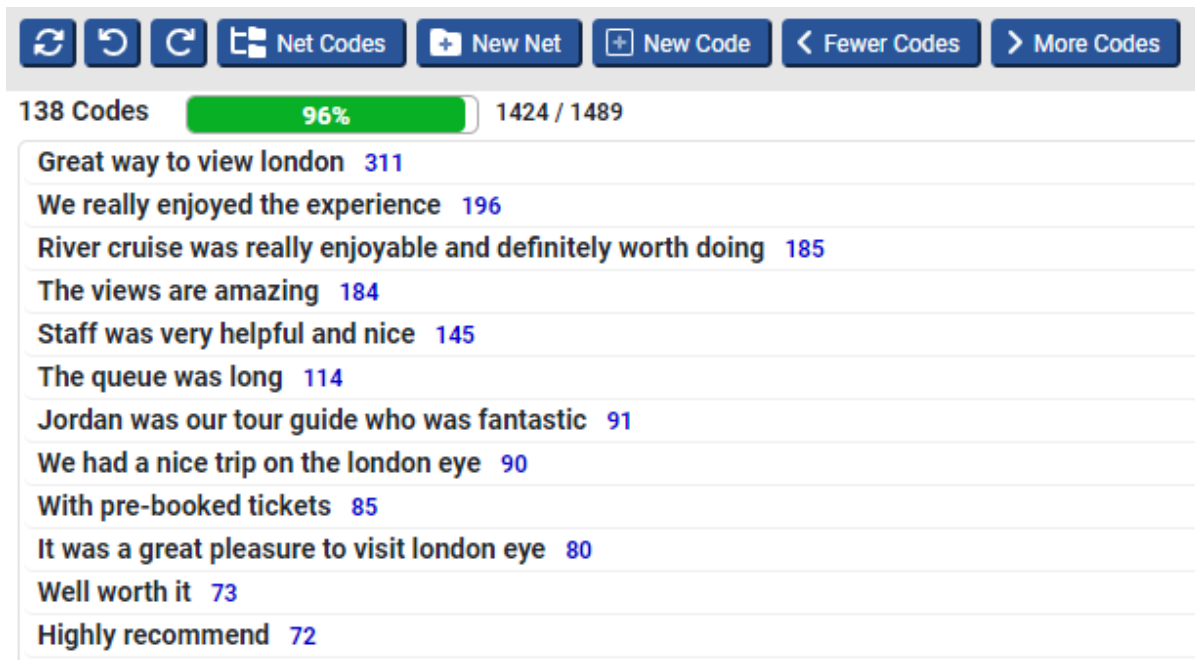
London Eye - Case Study



2023!

AI Coder

With Theme Extractor



London Eye - Case Study



2025!

AI Coder


With Theme Extractor








▼ 86 Codes / 10 Nets	99%	1488 / 1489
▼ The London Eye Experience		
▼ Overall Experience		
Enjoyed the experience 806		
Recommend the experience 411		
Disappointed with experience 130		
Would not recommend the experience 50		
▼ Ride Comfort		
Comfortable pods 193		
Smooth ride 103		
Uncomfortable pods 89		
Bumpy/shaky ride 41		
▼ Ride Duration		
Appropriate ride duration 137		
Ride too short 34		
Ride too long 13		
▼ Views		
Stunning views 709		
Disappointing views 67		
▼ Booking Experience		
Booked in advance 97		
Booked time slot 65		
Booked time slot not honored 59		
Booked directly on london eye website 45		
Easy booking online 42		

London Eye - Case Study



Themes!

○ 178  **Amazing river cruise. Very informative and perfect length. You don't get bored (especially if you have Vicky as your tour guide) but at the same time it's not too short of a trip either. You get amazing view of all the landmarks that are talked about. We went on a rainy day and STILL enjoyed the view and the trip! #VickysTheBestTourGuide**

-  670 Enjoyed river cruise *AI Coder* >
-  640 Provided good information *AI Coder* >
-  600 Tour guide/host excellent *AI Coder* >
-  430 Appropriate ride duration *AI Coder* >
-  470 Stunning views *AI Coder* >
-  330 Enjoyed the experience *AI Coder* >
-  830 Visited on a cloudy/rainy day *AI Coder* >

AI Coder

With Theme Extractor

London Eye - Case Study



**Saved
codebook**

AI Coder

With Theme Extractor

☐ Apply regular expressions ☒ Apply training examples ☒ Apply coding rules

The London Eye Experience

Overall Experience

Enjoyed the experience 737

Apply this code when the customer expresses positive sentiment about their experience on the London Eye, such as enjoying the ride, having a good time, or finding it to be a great experience.

Recommend the experience 279

Apply this code when the customer recommends the London Eye experience or suggests that others should try or visit the London Eye.

Disappointed with experience 139

Apply this code when the customer expresses disappointment, dissatisfaction, or a negative experience with the London Eye attraction, such as finding it boring, overrated, a waste of time, or having a terrible/horrible/awful/frustrating experience.

Would not recommend the experience 48

Apply this code when the customer expresses that they would not recommend or revisit the London Eye, or that they suggest skipping or avoiding the attraction.

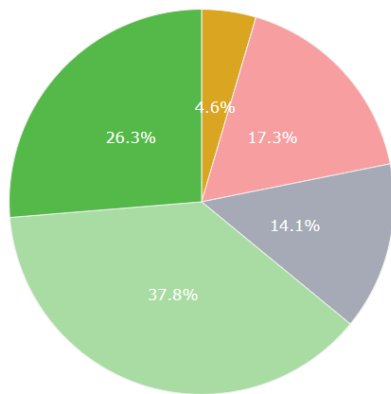
London Eye - Case Study



Sentiment!



London Eye: Review
Sentiment: **0.7**
X-Score: **35**



■ Strong Negative ■ Negative ■ Neutral ■ Positive ■ Strong Positive

AI Coder

With Theme Extractor

Comments

1. 5point Review London Eye. The iconic wheel that we find in every London ad. I am here and let's see what you have to offer. Thumbs up: The pods are good with 360 degree views. When on top you get a great view of the whole London. And of course, lots and lots of photo opportunities. So all social media buffs, you are welcome here for 30 minutes of photo sessions over the top of London. Thumbs down: In high season are limited so prebook before you go or else you will be left staring at it from below. And even after you reach on time there is a long (45 minutes) queue. London eye, do you hear? If you are selling tickets for time slots you can surely manage the waiting time better. **45 mins is ridiculous.** Wow factor: Views and lots of photos. The location is great and your pics will cover a lot of London in the backdrop. Money Matters: Are 35 pounds for half an hour of good views worth it? Depends from person to person. My family enjoyed it but I will leave the decision to you. 5point Experience: Enjoyable. And you must tick it off your bucket list. My verdict: A sure shot one time experience. So go for it. **1**
2. A fun experience. We did not realize until after we got onto the capsule that we probably could have gotten on a less crowded capsule. The one following ours only had about 10 people in it... **We had about 25 in ours.** It is a very slow moving Ferris wheel. That gives a nice view of the city. Not nearly as high as the shard, it is still very fun. **1**
3. **Absolute disgrace.** booked the add on alongside our Sealife tickets, not quite face value but still almost £50 for 3 people. Arrived at 4.20. for a 4.30 booking, **to be loudly refused to join the already ridiculous que, as it was not 4.30. que time at this point estimated 60+ mins.** I'd booked at 4.30, expecting to board not long after, not join a que at 4.30 to que for over an hour. not to mention the half hour we'd spend on the eye, so potentially at 4.30 we'd have been looking to actually go around the eye at 6pm. ridiculously busy, **due to greed from the company,** over selling tickets. With an hours wait already surely you'd stop selling walk up tickets. but no. We unfortunately never made it on, as we had to abandon our place in the que after almost an hour as we had something else booked over the other side of London at 6pm. and we simply couldn't do both. How do I go about re booking my unused tickets please. **1**
4. **Absolute shambles!** And that's to say the least. **Ticket cancelled, still no refund or able to rebook. Can't get in contact with anyone.** Paid just under £100 for x2 tickets. **Disgrace to say the least. 1**
5. **Absolutely horrible to visit at the end of the year, there were over than 500 people in the queue, I have not been able to get in and I've been waiting for more than 2 hours,** why you have to buy tickets online and specify a time **if you can't enter on the time? 1**
6. **Although I'm giving this 1 star to highlight the awfulness of the online booking website,** the experience itself, staff helpfulness, efficiency, etc would otherwise rate 4 stars. I wanted to book 1 adult, carer, 2 other adults and a child for the combined.

London Eye - Case Study



Crosstabs!

London Eye: Review - [Tra		Family (1)	Couples (2)	Friends (3)	Solo (4)	Business (5)
Total	1489	305	178	127	31	5
The London Eye Experience	1358 91.2%	275 90.2%	160 89.9%	117 92.1%	25 80.6%	3 60%
Overall Experience	1079 72.5%	228 74.8%	128 71.9%	95 74.8%	20 64.5%	3 60%
Enjoyed the experience	806 54.1%	167 54.8%	92 51.7% 3	80 63% 2	14 45.2%	2 40%
Recommend the experience	411 27.6%	71 23.3% 3,5	56 31.5% 5	43 33.9% 1,5	10 32.3% 5	-
Disappointed with experience	130 8.7%	37 12.1% 2,3	11 6.2% 1	7 5.5% 1	3 9.7%	1 20%
Would not recommend the experience	50 3.4%	19 6.2% 2,3,5	-	1 0.8% 1	1 3.2%	-

AI Coder

With Theme Extractor

Frankfurt Airport- Case Study



Visuals!

AI Coder
With Theme Extractor

Charts and Tables Selection

Count

Comments

Color Palette

Blue

Charts & Tables


☒ 

☐ 

☐ 


Sentiment, XScore™ and Insights

☒ 

☐ 

☐ 

☐ 

☐ 

Co-Occurrences, Word Clouds, Trend Analysis and Closed End Inspection

☒ 

☐ 

☐ 

☐ 

Closed Ends Analysis

☒ 

☐ 

☐ 

London Eye - Case Study



Ask!
(In any language)

Ask Ascribe

Explain what the data is about

Customer reviews of the London Eye

Select or Type your query below

What are the 3 complaints and the top 3 points of satisfaction? Return 2 bullet lists. Add a bit of explanation to each point.

Apply query for each code of a closed-end

Closed Ends

Results

AI Coder

With Theme Extractor

London Eye - Case Study



Ask! (In any language)

Top 3 Complaints

- The London Eye is very expensive, with complaints about the £127 cost for a family of 4 for 30 minutes, the £130 cost for 4 people booking ahead, and the £20 charge for a photo being considered "ridiculous" and "extortionate".
- The long queues and poor queue management are a major issue, with complaints about 45-minute queues being "ridiculous" and the overall queuing experience being described as a "nightmare".
- Concerns about the poor customer service, with staff being described as "rude", "unhelpful", and lacking in basic manners.

Top 3 Points of Satisfaction

- The amazing views and experience of seeing London from the top of the London Eye, with many customers describing the views as "breathtaking", "spectacular", and "amazing".
- The enjoyable and informative tour guides, with many customers praising the guides for being "funny", "entertaining", "knowledgeable", and "making the experience memorable".
- The overall experience being "amazing", "fantastic", and "worth the money", with customers stating they would recommend the London Eye to others.

AI Coder

With Theme Extractor

London Eye - Case Study



1500 Social Reviews

- Manual Coding ~2 days + Quality review

AI Coder with Theme Extractor

- Same Day Results
- 30 Min to Completion
- ~90% Time Savings
- At a fraction of the cost

AI Coder

With Theme Extractor

What about ChatGPT?



Well, we asked

Ascribe Coder is specifically designed for analyzing open-ended responses, making it better suited for this task than ChatGPT in several ways:

1. Purpose-Built for Text Analytics

Ascribe Coder is engineered for market research and survey analysis, focusing on coding and categorizing open-ended responses efficiently. ChatGPT, while powerful in general language processing, is not optimized for structured coding workflows.

2. Consistent, Reliable Coding

Ascribe Coder uses a combination of machine learning, natural language processing (NLP), and semi-automated techniques to ensure consistent and reproducible coding. ChatGPT's responses can vary depending on the prompt phrasing, which can lead to inconsistencies in analysis.

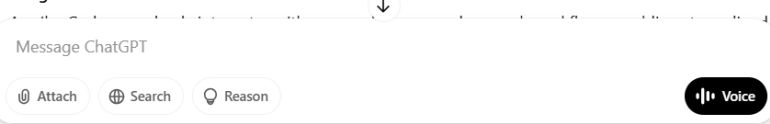
3. Customizable Taxonomies & Codebooks

Ascribe Coder allows users to create, refine, and apply predefined codebooks or taxonomies, ensuring structured and accurate categorization of responses. ChatGPT lacks built-in taxonomy management, requiring manual oversight to maintain coding consistency.

4. Scalability & Efficiency

Designed for high-volume text data, Ascribe Coder can efficiently process thousands of responses with automated and semi-automated coding, allowing users to validate and refine results. ChatGPT, on the other hand, operates one response at a time, which can be inefficient for large-scale analysis.

5. Integration with Market Research Workflows



And the list went on...

AI Coder

With Theme Extractor



Accelerate Insights Simplify Analytics Discover Ascribe's AI Tools



Booth 207
Live Demo!

Booth 111

