

SURVEY SENTIMENT ANALYSIS & OPINION MINING

Decisions based on guesses or unsupported assumptions can waste money and result in disastrous consequences. Survey sentiment analysis can assure Management that its assumptions are anchored in data and instill confidence that strategic investments are likely to result in positive results.

Customer loyalty and positive word-of-mouth are two of the most sought-after goals for companies today. They drive growth and earnings.

Many survey tools seek to document sentiments and opinions. Most ask close-ended questions (e.g., “Was your care team polite?”) and categorical responses (e.g., “Never, Sometimes, Usually, Always”). The potential problems with this quantitative, structured approach are that the question may not be asking about an important aspect of service, and the responses may not provide *actionable insight*.

Unstructured, qualitative survey can capture both important aspects, and actionable insight. The challenges are extracting and measuring common themes, and doing it consistently between surveys and over time.

Fortunately, there are modern methods to solve this old problem. Anchor & Helm Decision Advisors specializes in applying these methods to help our clients understand and measure what their patients are telling them.

We are agnostic about the survey tool. Anchor & Helm Decision Advisors helps its clients understand their data and develop actionable insights. We help clients develop business plans and budgets, better analyze data and communicate results, and implement reporting tools.

Our focus is on the unstructured comments that in most cases are value “left on the table.”

With one open-ended question, you can unlock and objectively measure customer loyalty, and gauge how that loyalty will affect future growth.

Most survey companies focus on distributing the surveys and consolidating the quantitative answers; some analyze respondents. Anchor & Helm focuses on the hard to analyze real voice of the patient—what they wrote, without being directed to a subject by a survey question.

Anchor & Helm’s Sentiment Analysis is able to process respondent comments to identify key drivers for its health care clients such as:

- *Patient Satisfaction*
- *Health Outcomes*
- *Care Economics*

Before you invest in projects, consider an investment in analyzing the quality of your strategic assumptions with Anchor & Helm.

Survey & Response Types

Surveys

- **Structured** questions presume to “know” the most important service dimensions
- **Unstructured** questions allow users/buyers to identify the most important service dimensions for themselves

Responses

- **Quantitative** responses are the easiest to compile, aggregate, and trend
- **Qualitative** responses offer nuance but require special skills to systematically compile, aggregate and trend

Most surveys use **Structured** Questions, and both **Quantitative** and **Qualitative** responses.

Most of the value is in understanding and analyzing the themes.

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