canvs AI®

AI Insights in Action:

## Five Use Cases for Elevated Insights from Open-Ended Text

canvs.ai

Open Ends to Insights

According to Daniel Kahneman, "90% of our decisions are driven by emotions." At Canvs AI, we're on a mission to empower insights, brands, and CX leaders to use their unstructured customer feedback as a first-class data element for insights so they can understand how their consumers feel and why.

Canvs is an AI insights platform purpose-built to quickly and easily transform open-ended text from any source, including survey verbatims, interview transcripts, and social and community comments, into actionable consumer insights. Canvs is used by the world's most admired brands to accelerate customer feedback, deepen consumer empathy, and boost research productivity.

The Canvs platform combines artificial intelligence (AI)-powered natural language processing (NLP) that's been trained on years of real-world consumer feedback with the latest generative AI models, providing accurate and nuanced analysis of text from multiple sources, classifying unstructured text into themes and emotions, along with a high-trust generative AI executive summary.
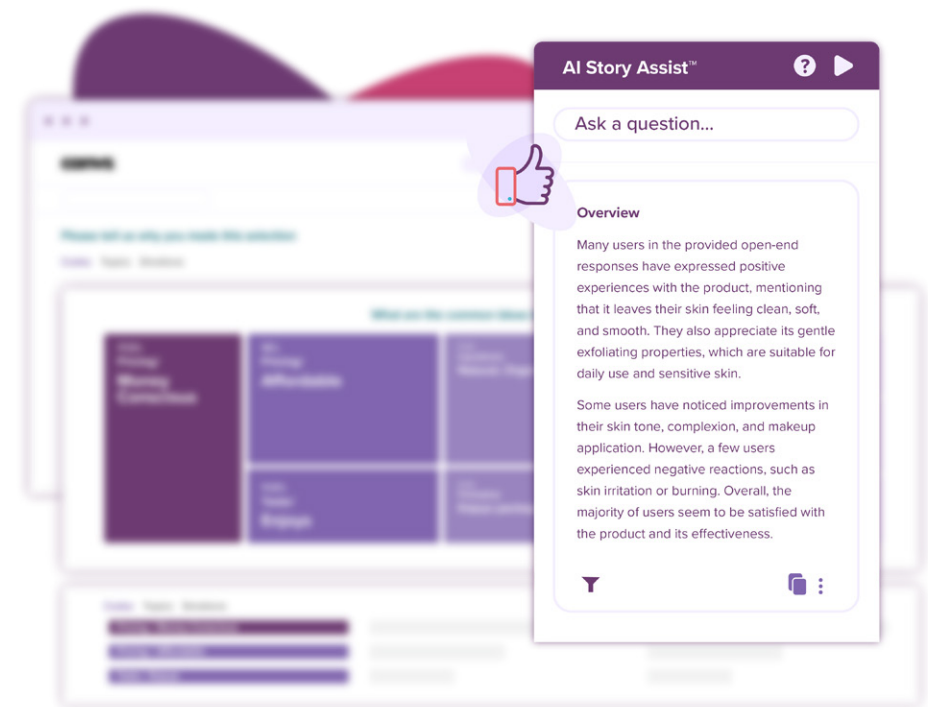
A few of our amazing customers

The Canvs Solution

The Canvs AI platform combines advanced, AI-powered text analysis, emotion measurement, insights discovery and reporting tools that empower researchers to finally discover the powerful insights hidden in open-ended text.

HIGH-TRUST AI FOR INSIGHTS

Canvs accelerates insights from open-ended text by 20X using AI to quickly identify the topics, themes and emotions in unstructured text. AI Story Assist is a generative AI "co-pilot" for the Canvs AI insights platform that creates natural-language narrative summaries of open-ended text and allows researchers to have a conversation with their unstructure datasets.

NUANCED EMOTION MEASUREMENT

Canvs uses a patented framework of 42 core emotions that goes beyond basic sentiment to unlock a more nuanced understanding of how consumers feel, providing a consistent, unbiased approach to understanding how consumers feel and why.

LINEAR TRACKING

Canvs makes it easy for organizations to track the results from ongoing research, like brand trackers and NPS/CSAT studies. Measure and benchmark thoughts and feelings about brands and experiences over time and perform comparative, longitudinal analysis of open ends across tracking waves.

INSIGHTS DISCOVERY

Canvs gives you superhuman research powers, instantly surfacing the topline narrative, themes and important correlations in your data. Results are surfaced in data visualizations, narrative summaries and a range of data exports for report building.

MAKE CANVS YOUR CANVS

Canvs gives users the power and flexibility to customize analysis by adding, removing or reclassifying topics, emotions and thematic summaries. Users also have the ability to save common scenarios as rules that can be automatically applied to future data sets. Additionally, our AI Story Assist generative AI co-pilot generates custom analysis on the fly, allowing you to ask your data questions.

STREAMLINED RESEARCH OPERATIONS

Canvs allows for flexible input and output of data, including robust APIs and connectors to support both integration with research platforms like Qualtrics and Forsta/Decipher, as well as with BI tools like Tableau and Power BI. Analysis can be exported in a variety of formats, from report-ready visualizations and interactive PowerPoint charts, to full-fidelity Excel files with pre-built pivot tables.

Tillamook   Liquid Death MOUNTAIN WATER   ESTĒE LAUDER   Anheuser-Busch   SONY   tbs   Crayola   MATTEL   ●CBS

The "Why" of Text Analytics

A recent study by Accenture revealed that 64% of consumers want companies to respond more quickly to their changing needs, but 88% of business leaders say they can't keep up with the pace of consumer change[1]. To address this gap, companies need to accelerate the consumer feedback loop to understand how customers feel about their products, services and experience and why they feel that way.

There are few, scalable substitutes for the nuance and detail that open-ended text delivers as part of research studies and customer feedback. Open ends help present a more complete picture of consumer attitudes, preferences and feelings, all without the bias of predetermined answer options. Increasingly, open-ended text captured across customer touchpoints, from feedback surveys to customer reviews, is being viewed as the best source for an unfiltered view into the customer.

THE CHALLENGE

Open-ended text has typically been time-consuming and difficult to analyze at scale. Organizations have had to rely on either highly complex text analysis tools, relatively easy, but woefully inaccurate "word count" style tools, manual, brute force analysis, or just settle for cherry-picking verbatim quotes. As a result, the full wealth of insights from text is rarely incorporated into the research process.

The biggest risk of this approach is missing critical perspectives that are locked in the unstructured text data. A leading food company would have missed how consumers really feel about their retail shopping experience without analysis of open-ended responses. A restaurant chain would have missed how their guests are responding to new menu items without open-ended feedback.

A leading moving and storage provider would have missed why customers gave the rating they did. And a media and entertainment brand would have missed how viewers feel about their new program without open-ended responses.

We believe that open-ended text is underutilized as a source of core customer and market insights. Our mission at Canvs AI is to help researchers, insights and customer experience professionals unlock the full value of open ends as a means to better understand consumer attitudes, preferences and feelings across a range of research types.

With that mission in mind, we've developed this guide to consider both the types of insights that can be generated from open ends and their application across common research and CX use cases.

[1] https://www.accenture.com/us-en/insights/song/human-paradox

Analyzing Open-Ended Text

At first glance, analyzing text might seem as simple as answering: **"What did the customer say?"**

And that is exactly what we want to understand, but it's far from simple! Humans are amazingly expressive (even, or especially, in surveys and reviews), developing seemingly infinite and varied ways of saying things and imbuing those expressions with nuance and emotion along the way. At Canvs, we think about the surface area for text analysis in three (3) categories that help organize our thinking around the informational value of open-ended text feedback: **Thematic, Emotion and Correlation analysis**.

Thematic analysis

Thematic analysis is the result of parsing the ideas or things that are expressed in the text and presenting those ideas in a structured way. Prompts that generally seek a "what" are typically analyzed for themes.

For example, a survey open end might ask, "What was the main idea?" or "What brands come to mind?" But questions like "Describe your perfect burger," might generate topics like "juicy" "medium-rare" and "bacon" among many others (and in various combinations). While a simple topical analysis may suffice for some research, such as brand recall, thematic analysis is frequently organized hierarchically, grouping the responses into categories. Our "perfect burger" question generates responses that can be categorized into themes like "ingredients", "flavor profile" and "texture."

Emotion analysis

Emotion analysis is an extrapolation of how the respondent "feels" based on how they have expressed themselves. Prompts that seek a "how" or "why" response are often ideal for emotion analysis, such as "How do you feel about your current economic situation?" or "Why did you provide that rating?" Naturally, some subjects and/or open-ended questions are more likely than others to elicit an emotional response.

Even our "Describe your perfect burger" question is likely to generate significant emotional responses (given our general love of burgers), as does customer feedback in NPS surveys! While emotion analysis is often expressed in terms of overall positive or negative sentiment, more granular emotion classification will reveal more nuance in the level of emotional intensity or identification of feelings that don't fit the positive/negative paradigm, such as "nostalgia" or "weird" which may or may not be positive or negative depending on the context.

Correlation analysis

Correlation analysis actually isn't analysis of the open-ended text itself, but rather the ability to identify connections between information from the open ends and closed ends, such as respondent demographics. We include this here because typical approaches to incorporating text analysis into the research process often don't lend themselves to discovery of these connections. Going back to our "perfect burger" question, you may identify a correlation between mentions of the topics "cheddar" and "bacon" and the emotion of "love," indicating a heightened emotional engagement with certain flavor profiles vs. others. Or, you may identify that women are more likely to identify texture in their description of the perfect burger vs. men. In the realm of customer experience, this analysis is critical to uncovering drivers of customer delight and sources of dissatisfaction.

With this analysis framework in mind, we hope it's clear that open-ended text represents a rich and valuable source of (relatively) unfiltered, unbiased consumer feedback!

Product Research

Product research is a broad category of surveys using a variety of methods, such as sensory labs, user testing, consumer interviews, and general consumer surveys.

This can be a physical product like a granola bar, a TV remote, or car, or it can be a digital product like an application. There are opportunities to connect with users via open-ended text at almost every stage of the product lifecycle - from discovery to concept testing to post-launch. Product research datasets can be used to go "beyond liking"- it's great to know what your users like and dislike, but it's even more valuable to uncover the nuanced emotions underneath the positives and negatives (beautiful, funny, weird, curious, nostalgic, sad...). Additionally, open ends can provide tangible and quick feedback that can help product leaders make decisions.

What is the insights value of open-ended text?

There are two common types of open-ended product research questions. First, questions that prompt a respondent to answer what they liked, disliked, found confusing, or remembered - can be used to identify topics or attributes.

Second, questions that ask broader "why" or "how do you feel" questions to understand the nuanced emotions consumers express when interacting with the products and make strategic decisions to improve the products, add value and grow.

Sample Product Research Open Ends

- What was your favorite part about XYZ?
- What did you like least about XYZ?
- What are your thoughts and feelings about XYZ?
- How would you describe the beverage?
- What do you think is missing?

Key Takeaways

In today's rapidly changing markets, brands are increasingly taking an agile approach to product development and require accelerated feedback loops. Using open-ended questions effectively can approximate the qualitative data derived from focus group and in-depth interviews, while delivering statistically significant findings.

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"The open-ended questions we use in our sensory lab ballots are critical because they capture feedback in the true voice of the consumer and with as little observer bias as possible. By integrating Canvs with our research methodologies we're able to truly differentiate our offerings."

Blueberry

Case in Point

A "modern food company" with a large presence in the yogurt category partnered with one of their quick-serve restaurant partners on menu innovation research. Respondents were asked to describe their "dream smoothie" using an open- ended question.

This open-ended question allowed for respondents to be creative and for the food brand to generate unbiased feedback. The result was identification of two major smoothie flavor themes: fruit-forward and functional additives (i.e. protein, etc.).

They were also able to identify emotional signatures around certain flavor combinations.

Voice of the Customer Analysis (aka Customer Satisfaction)

Voice of the customer programs are often synonymous with customer satisfaction or Net Promoter Score (NPS) surveys. The NPS survey asks simply, "How likely are you to recommend this product or service to a friend or colleague?" It is then followed by an important open-ended question: "Why?" In addition to NPS and customer satisfaction surveys generally, voice of the customer analysis may also incorporate other sources of feedback, such as reviews and customer support communications. What these have in common is the goal of identifying and understanding drivers of customer delight

What is the insights value of open-ended text?

Open-ended questions in customer satisfaction surveys generally seek to provide detail regarding the customer's experience with the product or service. One can think of the open end as providing the "Why" to the customer's rating.

Sample Customer Satisfaction/NPS Open Ends

GENERAL

- What is the primary reason for your score?
- Why did you provide that rating?
- What is one thing we could do to make you happier?
- What most influenced your recommendation?

RATING SPECIFIC

- What was missing or disappointing in your experience?
- What could we do to improve the product or service?
- How do you benefit from using our product/service?
- How are customer experience open ends analyzed?

Key Takeaways

In our consumer-centric culture, customer experience/satisfaction surveys, including NPS, have become ubiquitous. The open-ended questions in these surveys provide vital and valuable insights into why customers gave your product or service a certain rating or score, and creates an actionable feedback loop between you and your customers. Effectively utilizing these responses in this way can also help reduce the need for detailed, follow-up, closed-ended questions because contributing drivers to positive and negative reviews will surface in the open ends. As a result, you may be able to reduce survey length and thereby boost response and complete rates.

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"Canvs provides our 'why' behind the score better than other text analytic tools in the industry and paints a picture of our customer's voice allowing us to visualize the level of impact a 'code' may be having on the company, region, call center, product, etc."

PODS

Case in Point

A quick-service restaurant uses customer surveys to understand why customers make the dining decisions they do. The open-ended responses allow the company to identify and monitor customer satisfaction drivers over time, as well as capture the emotional reaction to the restaurant experience and new menu offerings.

Ad & Creative Testing

Ad and creative testing is used to identify the impact and resonance of particular ads or creative variations. Researchers generally test for aspects of purchase interest/intent, brand and message recall and emotional resonance and engagement. Research indicates that emotional engagement drives brand loyalty, so this last point is of particular importance.

What is the insights value of open-ended text?

Regardless of the stage of development, open-ended questions can provide actionable feedback that can be shared with agency or in-house content or communication teams. Is the message getting across? Are the jokes landing? Anything rubbing people the wrong way? Researchers may also use open ends to determine which ad to select or to benchmark ad success.

Sample Ad & Creative Test Open Ends

- What are your initial thoughts and feelings after watching the ad?
- What is the main message of the ad?
- What is the name of the company?
- What would you expect, based on the trailer you watched?

> **"Emotional engagement has been proven to be critical in shopper recall and breakthrough, but finding a consistent methodology for accurately measuring emotion in our creative test was a challenge. Using Canvs for analysis of open-ended responses in our communications testing gives us a proven and consistent approach for testing and benchmarking emotional engagement at product, brand and category level and, in turn, continue to deliver breakthrough insights for our clients."**

KANTAR

Key Takeaways

Effective use of open ends in ad and creative testing allows researchers to measure and compare ad performance against emotional reaction benchmarks, as well as to identify the topics that are associated with specific emotional reactions. Open ends can also help researchers assess message effectiveness without the bias of pre-selected choices. Using open-ended questions effectively can approximate the qualitative data derived from focus group and in-depth interviews, while delivering statistically significant findings.

Case in Point

With an understanding that emotional resonance drives brand performance, a top-five brand consulting firm asked respondents how they felt about specific creatives. By analyzing the emotional reaction within responses to this open-ended question, the firm was able to identify creatives with the most emotional impact (while delivering on message recall objectives).

Consumer Behavior

Consumer behavior research seeks to understand consumer attitudes and preferences for a particular topic, product or service category. Generally, this research is designed to inform business decisions or strategies, but could also be deployed to inform journalism and public policy. Examples might include examining consumer attitudes towards business and leisure travel, opinions about curbside pickup in the grocery category, or how inflation is impacting back-to-school shopping.

What is the insights value of open-ended text?

The "questions" open ends can answer in consumer behavior studies are driven significantly by the objective and subject of the overall study. When consumer behavior studies capture consumer trends and preferences, the use of open ends can reduce the bias of predetermined answer choices. With this in mind, open ends are used to create a more complete picture of consumer habits and to better understand sentiment around certain subject areas that might be valuable in shaping go-to-market and creative strategies.

Sample Consumer Behavior Open-Ended Questions

- What do you consider when choosing what hotel to book for a vacation?

- Think of your favorite restaurant. How would you describe it?

- Describe your perfect sandwich.

- What are your thoughts or feelings on holiday travel this year?

- What's the most important issue facing the country?

Key Takeaways

Open-ended questions are key to discovering (or confirming) changes in consumer attitudes and understanding the "why" when a consumer's actions change. Consumer behavior studies often inform core product development, brand and market strategies and open-ended questions help both brand managers and creatives understand the mind (and heart) of the consumer.

Case in Point

A leading CPG brand connected with one of its retail partners to understand how to improve the in-store experience. The quantitative (closed-end) data revealed that 94% of respondents had a positive view of the shopping experience. However, the analysis of the open-ended questions revealed a more nuanced picture, with consumers indicating opportunities for a greater variety of flavors, modified signage, better organization on shelves, improved promotion, and more attention to expiration and out-of-stock issues. Open ends revealed insights that would have otherwise been missed based on the overall positive rating from the quantitative questions.

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"Using Canvs to analyze open-ended text empowers us to unlock insights that would have been previously inaccessible for our team."

Chobani.

Brand Studies

Brand and awareness surveys are utilized to understand both the "mindshare" that a brand commands compared to competitors within a category, as well as the perceived attributes and consumer attitudes associated with the brand. Brand and awareness studies may also utilize either pre/post surveys (survey of a sample to test the impact or effectiveness of a message, ad or campaign) or tracking studies (ongoing surveys that typically generate monthly waves of data for comparison over time).

What is the insights value of open-ended text?

Brand studies typically include either or both unaided awareness & aided association questions.

Unaided awareness questions provide a trackable metric, understanding what percentage of respondents are aware of a brand, product or campaign top of mind without assistance. Association questions ask for a respondents thoughts or feelings about a given or prompted brand or product.

Sample Brand Study Open Ends

- What brands of toothpaste do you know?

- What movies or tv shows have you heard about recently?

- When you think of [BRAND X], what comes to mind first?

- What thoughts or feelings come to mind when you think of [BRAND X]?

- What three words would you use to describe [BRAND X]?

AI Insights in Action

Key Takeaways

Open ends are not only a critical tool for measuring unaided awareness, recall, and attributes, but they can reveal powerful information about how consumers emotionally relate to brands and brand experiences.

> **"Canvs gives us insights about our subscribers and our brand that just wouldn't otherwise be possible. It's allowed us to very deftly navigate the brand through a complex media environment while being responsive to the market."**

NATIONAL GEOGRAPHIC

Case in Point

A consumer financial services provider runs a monthly brand tracking study to understand the impact of their campaigns on awareness and perception. They include the questions: "When you think of your personal banking, what brands come to mind?" and "What are your thoughts and feelings about the brand?" The first, unaided awareness question is straightforward, allowing the brand to measure the percentage of consumers who included their company in the list. The open-ended nature of the question allows the company to reduce the influence of reinforcing brand mentions in the survey itself. The brand perception question allows respondents to indicate their views of the brand in an unfiltered way. The firm analyzes the open-ended responses to categorize them into key categories that are tracked over time, such as "trustworthy," "community" and "service."

Product Reviews, Social Media & Non-Survey Verbatims

Open-ended text feedback from consumers is ubiquitous in the form of online product reviews, product feedback forms and social media comments. They are also the most "free form" in that there is no survey context for the comments, presenting both an opportunity to capture "in the wild" customer feedback and a challenge in terms of analysis. Among those challenges is the potential for sample bias towards the most vocal segments of the user base.

What is the insights value of open-ended text?

Given the open nature of non-survey verbatim comments, the uses may vary.

They can be used to understand overall experience, identify potential product defects or new product ideas. In the context of owned social media channels, analysis of comments on social posts can provide early reads on content effectiveness

Key Takeaways

There are seemingly unlimited volumes of consumer open-ended text that can be mined for valuable business insights. These sources provide an unvarnished view into the consumer mind, but may be biased towards the loudest voices.

Case in Point

A major consumer goods company wanted an unfiltered view of how consumers were reacting to an updated detergent product formulation. By analyzing the review comments on the product's Amazon listing, they were able to quickly gain an understanding of overall reaction as well as the product attributes driving customers' comments.

> **"CBS trusts Canvs to process feedback on its entire slate of programming and tentpole events. The real power of the AI system is its ability to crunch unstructured data far more efficiently than human researchers can."**

◉CBS

Summary

We hope this guide opens you up to the potential insights value of open-ended text analysis, and provides inspiration and guidance on how to further utilize text analytics in your work. But what about the challenge of analyzing text at scale? This is often what holds organizations back from fully realizing the value of analyzing open-ended text.

Open ends require significant time and resources to decipher and categorize, and that process is prone to human bias, if not error.

However, new advances in artificial intelligence (AI) have dramatically opened the aperture of use cases for advanced analysis of unstructured text. As a result, researchers have new tools to bring automation to the challenge of analyzing open-ended responses, allowing qualitative analysis to be done at nearly quantitative scale. This also expands the potential use cases for open-ended questions. Ask yourself: "what if we could completely and accurately analyze our open ends in seconds?" Would you be tempted to include a few more open-ended questions in your next survey? At the very least, we'd bet you wouldn't let those open ends go to waste.

Codes Topics Emotions

How do people feel?

56.4%
Enjoy

30.8%
Love

4.2%
Mixed
Emotions

3.3%
Interesting

2.5%
Unsure

1.4%
Dislike
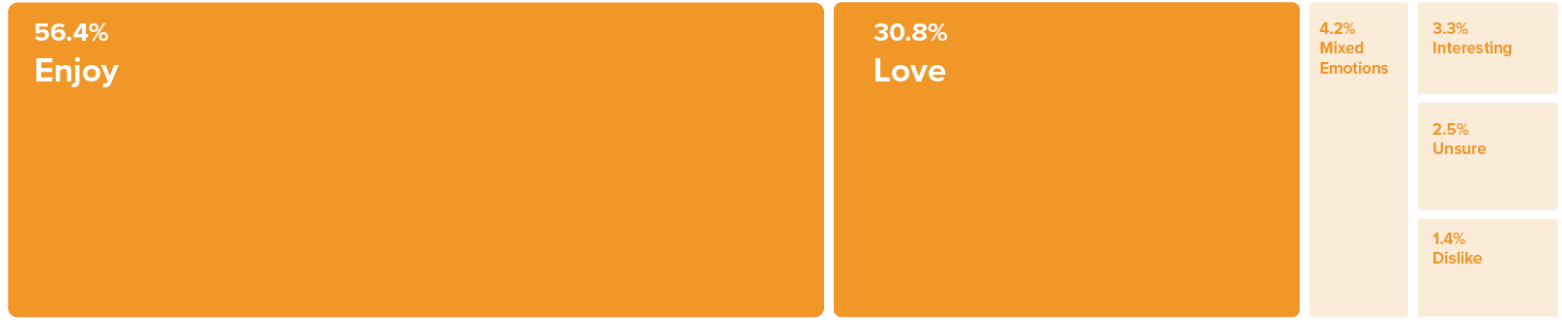
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Delicious

great variety of flavors

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