

# Comment Analytics

Get to the heart of what moves your people with the industry's most powerful collection of AI-powered comment analytics



## Act quickly on accurate insights

Elevate the voice of each employee from deep within even the largest datasets. Listen to the story of your employees' experience and pinpoint specific actions to help them succeed, while driving outcomes for your organization.

## Four distinct analyses provide a multi-faceted approach to advanced comment analysis



### Theme Detection

The Theme Model efficiently categorizes qualitative data into >40 themes, allowing managers and HR teams to quickly identify key areas for attention and facilitate effective problem-solving. Provide leaders with actionable insights for strategic decision-making and targeted workforce improvements, ultimately enhancing employee satisfaction and engagement.



### Sentiment Analysis

The Sentiment Model assesses the tone of comments, offering a quick categorization of employee sentiment. Understanding sentiment helps HR teams improve workplace culture and enables leaders to create a positive environment by addressing employee needs, desires, and concerns.



### Intent Model

The Intent Model classifies comments by purpose and attitude to one or more of five categories including unfairness, needs and concerns, wants and preferences, suggestions, and praise. Intent analysis clearly defines what employees want you to understand and take action on, simplifying the process of determining rapid, targeted action for improvement.



### Emotion Model

The Emotion Model provides a nuanced view of emotions in comments, further decoding positive and negative sentiment into six emotional valences: love, joy, surprise, anger, fear, and sadness. HR teams better grasp employee emotional states for timely and empathetic actions, while leaders respond more effectively, fostering a supportive workplace and addressing concerns with greater sensitivity and precision.



*"The ability to dig into the comments section has been great—that's where a lot of the meat comes in especially for onboarding and exit surveys. We can now further define the issues that we're really dealing with and can act on those."*

**Kayla Dowdle**, Director of Employee Experience, Accentcare

**accentCare.**

# Options for Comment Analysis

Within the People Insights Platform are three primary areas for analysis and insights comment data: the **Comments Report** that comes standard as part of each survey event, access to analyze comments and share insights with custom dashboards and widgets through the **Analytics Studio**, and the option to import external data for processing through the **AI Hub**.

## Comments Report

Ready-made analysis capabilities available within reports unique to specific listening events

**Comment Reports** are pre-configured reports included as a standard feature with listening events. These reports provide immediate and valuable insights for all users.

- Standard report and visualizations for each survey event. Includes comment verbatims, word frequency reports and word clouds

## Analytics Studio

Take command of the insights from comment analytics through personalized dashboards

**Analytics Studio** is an innovative advanced analytics workspace designed to help HR and leaders better interpret and act on employee data.

- Dig deeper into employees' open-ended comments with Perceptyx's latest NLP and machine learning models

## AI Hub

Access to proprietary AI models to analyze data collected outside the platform

The **AI Hub**, tailored for data scientists and people analytics professionals, provides access to Perceptyx's proprietary NLP and machine learning models for deeper text analytics.

- Designed for analyzing open-text comment data collected from external sources (e.g., Glassdoor)
- Enables a better understanding of what employees are expressing outside of survey contexts

## Key Features



### Advanced Reporting and Filtering

Expand the power of your comment data toward metrics that can be used to filter, drill-down, and compare against quantitative survey responses.



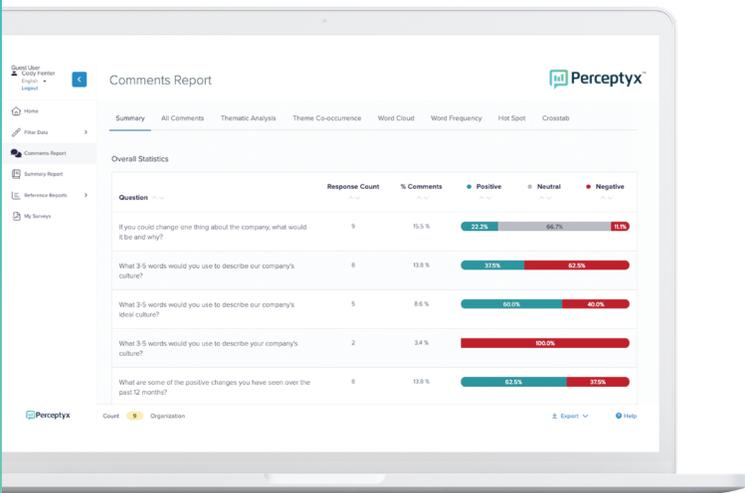
### Extensive Translations

Support for over 100+ languages to enable conversations with your people in their preferred language.



### Manager & Admin Reports

Dashboards and Reports aggregate data into high-impact, interactive visualizations, available as soon as your survey closes.



Find out why one-third of the Fortune 100 already use Perceptyx and why 95% of organizations that come to us, stay with us.

Only Perceptyx makes all this possible, so you can finally **See the Way Forward**.

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