

LARIMER COUNTY EMPLOYEE SURVEY TEXT ANALYTICS GUIDE AND OVERVIEW

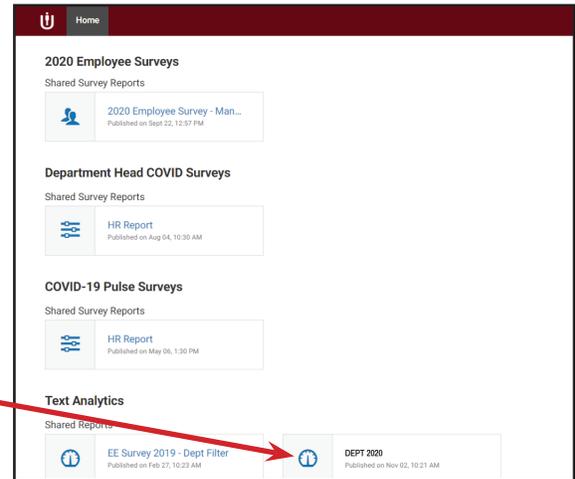
Text Analytics is another report from the Employee Survey that we're excited to share with you. In this report, Employee Voice's artificial intelligence interprets the comments made by employees from the survey. Instead of numerical data, this report is focused more on what and how things are being said.

There are two ways you can access this report.

1. You can click on the link in the report invitation from Employee Voice.
2. You can access the report through UltiPro, by clicking on Employee Voice.

To access the report from Employee Voice's main dashboard, you'll want to click on the 2020 report under the Text Analytics section.

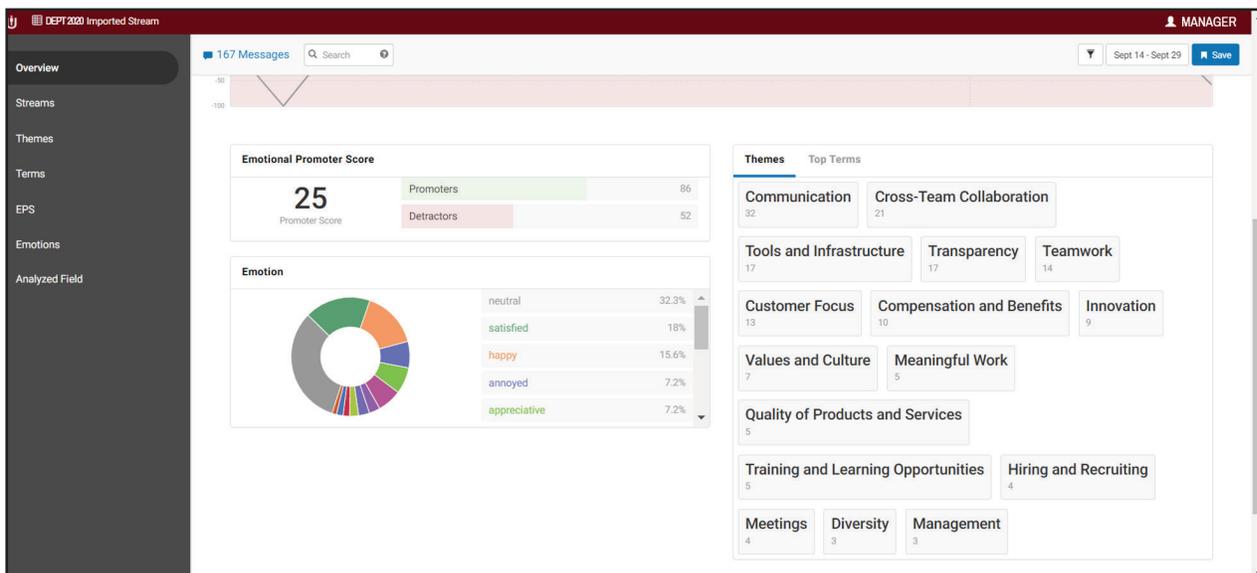
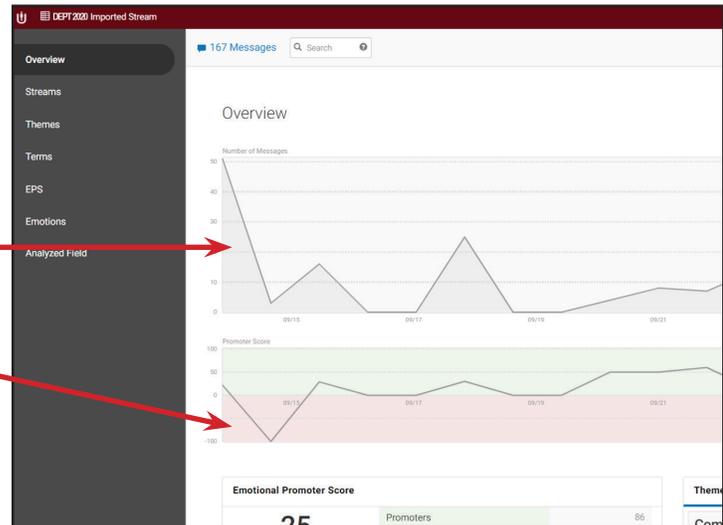
NOTE: Be aware that as you click around in the topics, themes, comments, etc., you are essentially creating filters and you must "X" out of each filter to get back to the beginning.



From the main page of the Text Analytics report, you'll land on the Overview page.

On this page, you'll notice three separate sections.

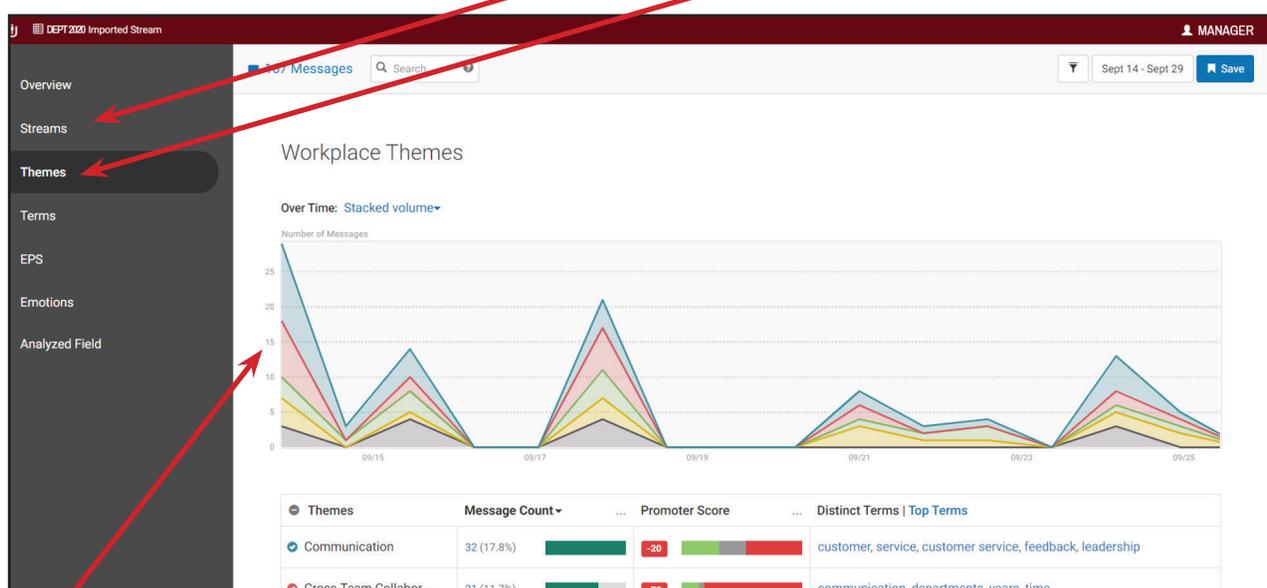
- The first section entails a gray graph that will represent the number of open-ended comments received on each day the survey remained open.
- The second section is another graph showing where each comment registers on the promoter (positive) scale or detractor (negative) scale.
- And finally, the third section shows the themes Employee Voice interpreted from your employees' comments, the number of comments associated with each theme, and the emotions associated with the comments. On the next page we'll discuss the Emotional Promoter Score as it relates to your department and employees.



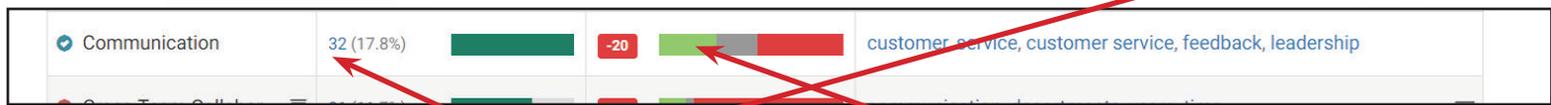
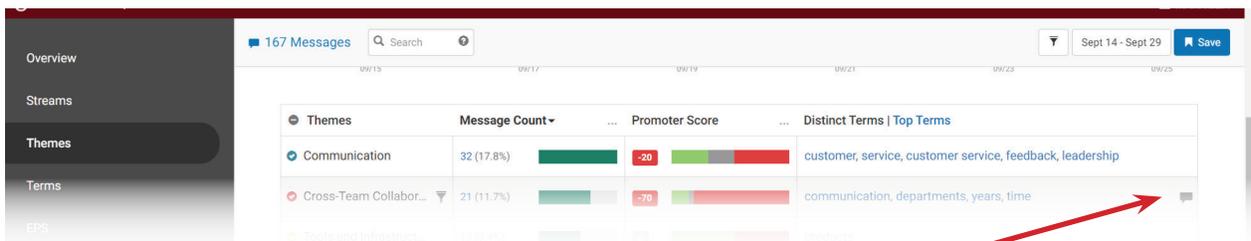
An **Emotional Promoter Score (EPS)** provides an indicator of employee sentiment. EPS classifications are more sophisticated than simple sentiment classifications because knowledge of the HR domain and employee feedback are baked into the model, allowing it to make deeper decisions about the author's intent and attitude. EPS scores range from -100 to +100, with 0 being considered neutral.

From the Overview page, managers are able to drill down the content by clicking on the theme titles. Here departments can view the EPS score for that theme, as well as the emotions expressed for each topic.

Continuing down the menu on the right-hand side, you'll see **Streams**. This essentially tells you where the data is being pulled from, and this is the 2020 Employee Survey. Next up is **Themes**.

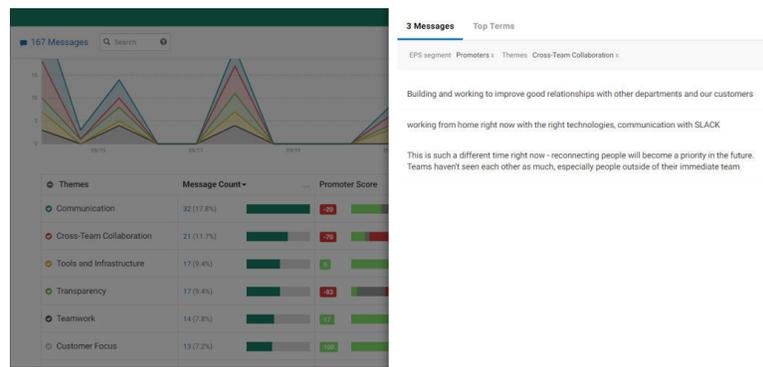
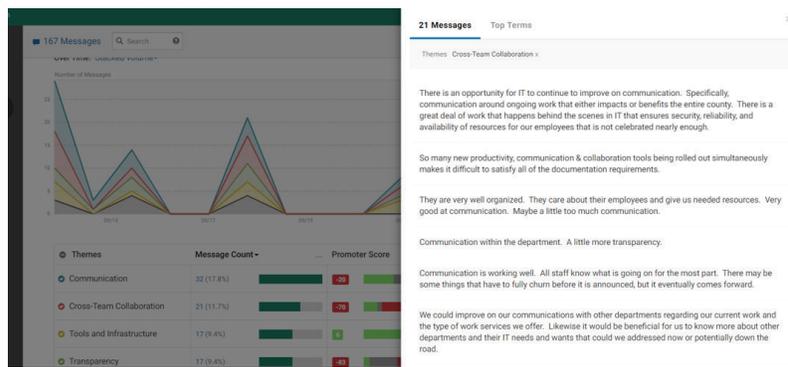


Again, the graph at the top represents the timeline of the survey and how the comment themes measured up from day to day. As you scroll down, you'll notice the themes, the number of comments contributed to that theme, the EPS, and the terms used to help Employee Voice interpret the emotions associated with that theme.



From here, departments can click on the number of comments associated with each theme and review the comments directly. To get the same information, you can click on the comments icon too.

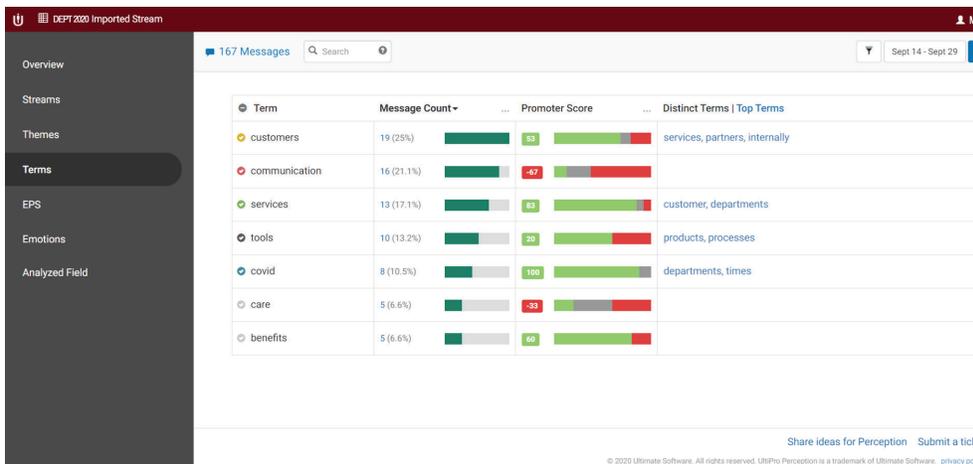
Departments can also view comments by Promotor Score. Click either the green, red, or gray section and the comments associated with that score will pop up.



Terms

Themes and Terms are different. Themes are interpretations of comments, sorted into different ideas. Terms on the other hand are words repeatedly used in comments.

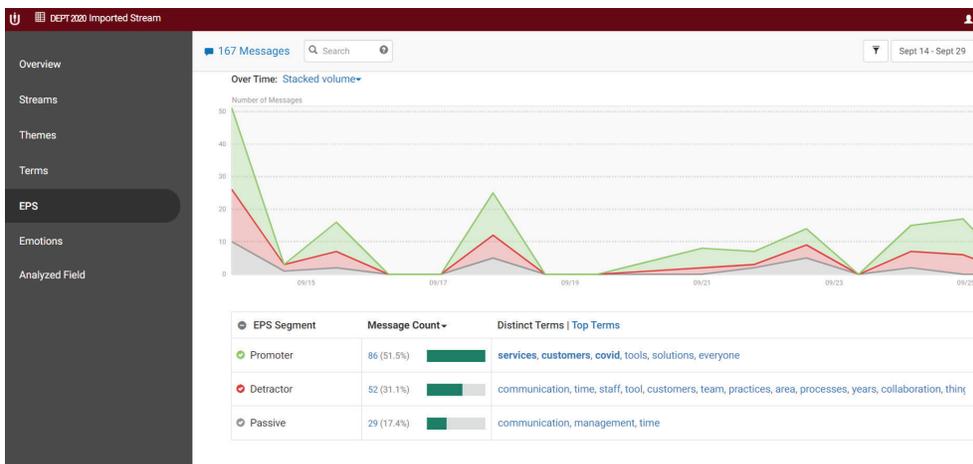
In this section, Employee Voice counts the number of times the same word appears in the comments and then assigns an EPS for each term. You can view the comments here similarly to how you view them in the Themes section.



EPS (See explanation on previous page.)

In the EPS section, comments have been sorted into Promoter, Detractor, and Neutral buckets.

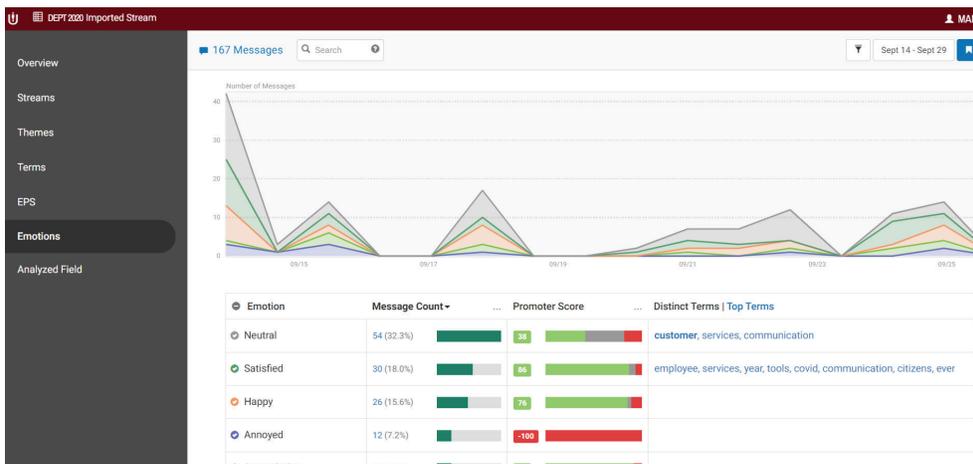
You can view all the Promoter comments together, all the Detractor comments together, as well as the Neutral comments.



Emotions

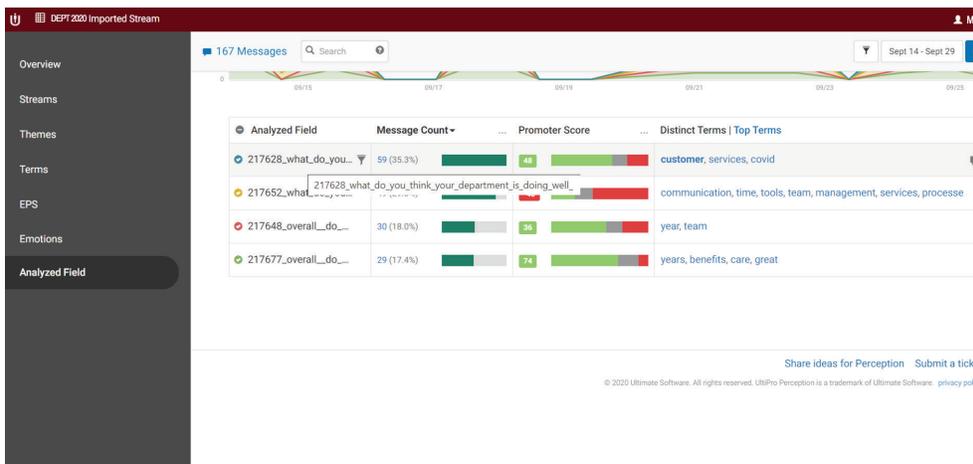
In this section, comments are now sorted by emotion from the most commonly expressed emotion to the least expressed emotion.

You can view the comments associated with each emotion. As well as what terms you may find in those comments.



Analyzed Field

In the Analyzed Field section, the results are sorted by each open-ended questions. You can view the number of comments submitted with each question, the EPS score, the top terms used in the comments, and the comments submitted.



This is an overview of the data and information you'll find in this Text Analytics reports. If you have any questions, please feel free to reach out to Jennifer Glover, Marcy Hamilton, or your HR Generalist.