# Discovering Real Gems of Information

*Herman Miller finds wealth of knowledge in full-text data*

Herman Miller is a global office furniture manufacturer whose customers include Fortune 500 organizations. At Herman Miller, applied research is used to formulate workplace design solutions that help clients improve employee performance. Their typical client realizes that workplace design is very important to their organization and that design plays an integral part in knowledge sharing and collaboration, as well as employee satisfaction and retention.

At Herman Miller, consultants work closely with clients to measure employee behavior and performance to create workplace design solutions that connect to business goals and objectives. Workplace evaluation surveys are used to collect client data on projects and include a mix of open-ended and multiple selection questions.

The answers to multiple selection questions are tabulated for statistical purposes and provide comparisons over time. "While this information is important to our research, we have found that additional insight can be gained by using qualitative open-ended questions to discover real gems of information," states Patty Bergquist, senior consultant and associate researcher. "When employees are presented with the option to comment on their workplace experience, they are often likely to express insights and ideas that they would normally not disclose or cannot express in a multiple selection question."

Unfortunately, the issue with using qualitative open-ended questions is that analyzing full-text responses is manual and time consuming. During their search for a solution, they reviewed many other software applications available on the market. "The software being offered was very basic, or hard-to-use, had limited evaluation features, and did not have the business focus we needed," says Bergquist. The applications lacked a way to quickly and easily comprehend the data. "They also lacked a way to effectively present the findings to the client, which is crucial especially when you have a limited time in front of the client to present project findings," adds Bergquist.

**Eaagle Full Text Mapper (FTM)** was the solution to these issues and others. Recently introduced, Eaagle FTM provides a means to easily and effectively analyze openended responses to survey questions. Their visual representation of full-text data provides a simple, easy-to-use and informative dashboard that makes data analysis fast, easy, and effective. This unique visual representation not only provides an accurate way to view and explore the data, it also provides an extremely effective way to present the information to the client.

"My clients quickly grasp and understand the map which includes a visual representation of the data using color codes based on word frequency within responses and the associations between the words," says Bergquist. "The ability to view the corresponding verbatim responses

that support the visual map is very helpful and it backs up the summary of themes displayed in the map."

It is now cost effective and easy to utilize full-text responses using Eaagle Full Text Mapper. "Using FTM, I save over 50% of the time that it used to take to perform an analysis on full-text data," states Bergquist. "I simply highlight the information within the spreadsheet and click a button to get a summary of the data within seconds." Qualitative open-ended questions can now be extensively used because FTM provides an effective means to analyze the data and present it to clients.