



AMF

Making sense of 14793 answers to the question: “What do you most wish for the coming year?”

Company Profile

AMF is a limited liability life insurance company that is owned equally by the Swedish Trade Union Confederation (LO) and the Confederation of Swedish Enterprise (Svenskt Näringsliv). AMF's focus is on occupational pensions for both individuals and companies. With SEK 518 billion in assets managed for approximately 4 million customers, AMF is one of Sweden's leading pension companies and one of the largest investors on Nasdaq OMX Nordic Stockholm.

Challenge

In order to better understand their customers' thoughts and wishes for the coming year, AMF sent out a survey to 103 242 senior citizens at the end of 2015. The response rate was 15% and the survey resulted in 15 329 complete answers. The survey included an open-ended question, intended to allow the respondents to voice their thoughts in an unbiased manner concerning the near future: *Vad önskar du dig mest av året som kommer? (What do you most wish for the coming year?)*. 14 793 respondents answered that question, and Gavagai assumed the responsibility for analyzing the responses.

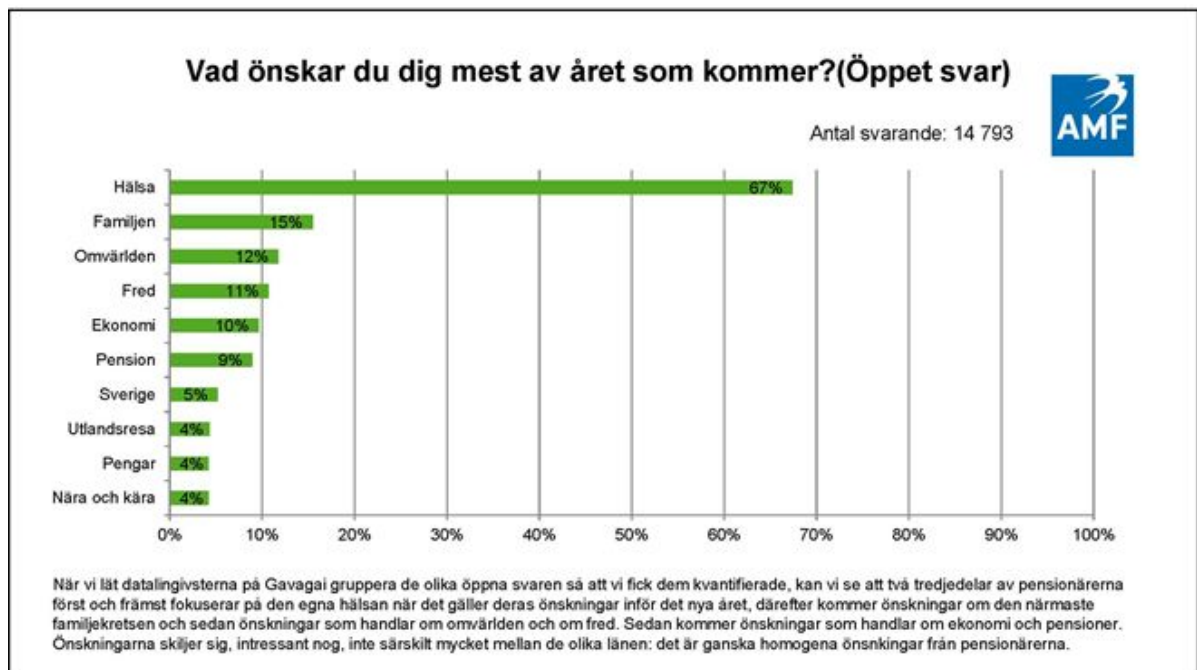
Solution

Traditionally, when analyzing answers to open-ended survey questions, the analyst first has to either construct a coding scheme based on the answers, or worse, use a predefined coding scheme. A team of analysts then has to read all answers and associate each of them to one or more of the categories. This is a time consuming, error prone, dreary, and expensive process, that has largely been avoided by simply not using open-ended questions at all.

Gavagai Explorer, on the other hand, is purely data-driven and circumvents much of the manual intervention required in the traditional approach to analyzing survey responses. It does so by automatically identifying and ranking common themes across the respondents of the survey. It also suggests synonymous terms used throughout the responses to further enrich the themes. In effect, this means that Gavagai Explorer allows a single analyst to carry out a consistent and full categorization of large amounts of survey responses in a fraction of the time it would take to approach the task in the traditional, manual way. The Explorer thus unlocks a previously unreachable area; that of leveraging vast quantities of unsolicited feedback on the form of free-form survey answers.

By using Gavagai Explorer, it took one person less than one hour to analyze 14 793 answers to the open-ended question asked by AMF, across 21 geographic regions.

The top-level results are summarized in the figure below. Two thirds of the senior citizens responding to the open-ended question wished for a better health for themselves, followed by concerns about their family, the global society and peace. Of the top ten themes expressed, three concern money and economy. In fact, make that four: the theme *Utlandsresa (Travel abroad)* also imply the spending of hard-earned money. The full report is available at [AMF website](#).



Martin Düring

Manager, Business Intelligence Department, AMF

“Historically, we have avoided to use open-ended survey questions since they require too much resources to analyze manually. However, the use of open-ended survey questions make quantitative investigations more like qualitative ones, and that is exactly what we need when investigating areas that are not ruled by rational behaviour. An automated and efficient process for interpreting open-ended answers allows us to discover relations and associations that would have been hard to think of beforehand.



It has been exciting to work with Gavagai and provide input to their development process”

About Gavagai Explorer

Gavagai Explorer enables individual analysts to single-handedly process amounts of data that would otherwise require tens or hundreds of analysts doing manual analysis.

Gavagai Explorer turns qualitative and unstructured text into quantitative measures by automatically identifying and ranking common themes, detecting associative expressions significant for each theme, as well as by scoring themes against multiple dimensions of sentiment, such as positivity, negativity, skepticism, and desire.

Gavagai Explorer is the Text Intelligence tool of choice for analysts who want to gain rapid insights into large text collections, such as answers to open-ended survey questions, NPS follow-up investigations, output from Customer Experience touchpoints, product reviews, and social media discussions around brands. The Explorer relies on the vast language knowledge continuously learned by Gavagai's Semantic Memories, currently available in 20 languages. Gavagai Explorer is available at <https://explorer.gavagai.se>