



**A PURPOSE-BUILT COMMENT ANALYSIS  
SOLUTION FOR THE EMPLOYEE EXPERIENCE**

## Are you tapping into essential insights from employee text comments?

Let's face it – your employees are talking about you. They have a lot of feedback about their experience with your organization, and chances are they're sharing them both internally (survey comments) and externally (employee review sites). Much of this feedback is unstructured and probably remains largely untapped by your People Analytics teams and HR leaders.

Without access to this essential text feedback data, how do you know if your employees are truly happy or frustrated, if they are satisfied, or at their wit's end? Or if a specific subject needs your immediate attention. The simple answer is you don't.

## Current machine learning landscape for employee comment analysis is limited.

Machine learning (ML) is amongst the most significant technologies disrupting how organizations make sense of qualitative insights to understand their employees' underlying sentiments. However, most machine learning text analytics solutions available today use generic models that lack specialization.

- Do not provide context-specific categorizations
- Learning is not built on "feedback"
- Models are not proprietary and difficult to influence
- Typically, an evolution from a customer experience centric system
- Do not capture the essence of HR sentiments



Putting powerful employee comment analysis in everyone's hands.



# A targeted way to get deeper insights from your employee comments.

When you look at the overall employee experience, it's split into key components (meaningful work, DE&I, growth opportunity, etc.). So, why use a generic one-size-fits-all approach to make sense of essential employee text comments targeted and precise to these key areas?

BlueML is the only machine learning-powered comment analysis solution specifically trained to turn employee responses into decision-grade intelligence.

Specialized models will accurately consume and analyze comments from each area along the employee journey, giving you context specific categorization.

BlueML models are based on millions of real employee responses and HR-specific context across different industries and organizations. This means you get something that is scalable over time and gives you the richest insights possible to support your biggest talent decisions.

## Specialized BlueML models cover all areas along the employee journey.

<span>EEC</span> Employee Experience Categorization	<span>ELC</span> Employee Learning Categorization	Support&ng Models (Included with all models)
Modeled with ~500,000 employee comments across different industries, organizations, etc.	Modeled with ~100,000 employee comments across different industries, organizations, etc.	Polarity model: Gives a pulse on the overall employee sentiment in a comment.
Includes employee feedback around culture, onboarding, engagement, exit surveys, and others	Includes employee feedback around formal learning, conferences, etc.	Recommendation model: What to start, stop, continue doing
100+ HR validated categories	50+ validated learning categories	Predictive indicator: Detects at-risk behaviors



## A machine learning evolutionary approach. That's BlueML!

- **Sentiment Analysis:** Accurately provides overall employee sentiments in comments (Very negative, negative, neutral, positive, very positive, ambiguous).
- **Emotions:** Gain insights about what emotions employees have expressed in their comments (joy, sadness, disgust, anger, guilt, shame, fear).
- **Categorization:** Automates the categorization of employees' comments, so you get something more granular and contextual.
- **Recommendations:** Goes a step beyond the summative factual view of employee comments to formative forward-looking recommendations (start, stop, continue).
- **Predictive Indicators:** Looks at feedback patterns and detects predictive outcomes (attrition, increased engagement, productivity, business unit needs).

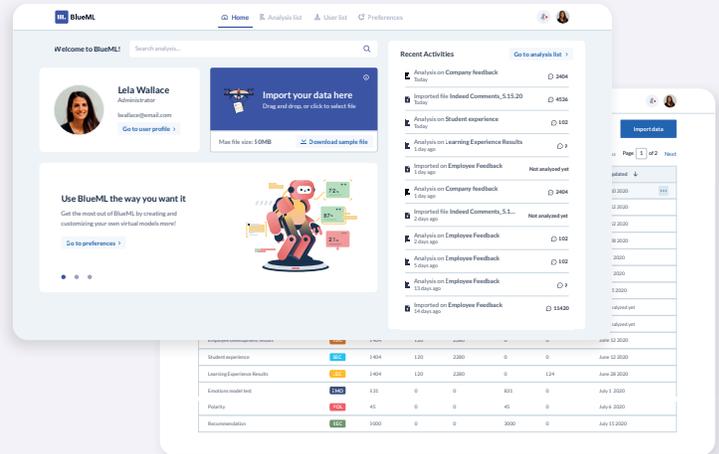
## Extract key insights to understand common topics and trends.

Don't miss out on the opportunity to give leaders within your organization the insights they need to drive talent decisions. Each BlueML model allows you to extract detailed interpretations from employee text comments by correlating themes with categories, behaviors, sentiments, and recommendations. Breakdown comments analysis by any criteria (business unit, age, gender, etc.) to get a more

accurate view of what your employees are truly saying. Go beyond sentiments to identify if employee comments relate to key HR themes to better understand common topics and trends. And finally - with BlueML's attrition indicator, you can get ahead of any issues before it is too late.

# Tap into APIs to do your own analysis.

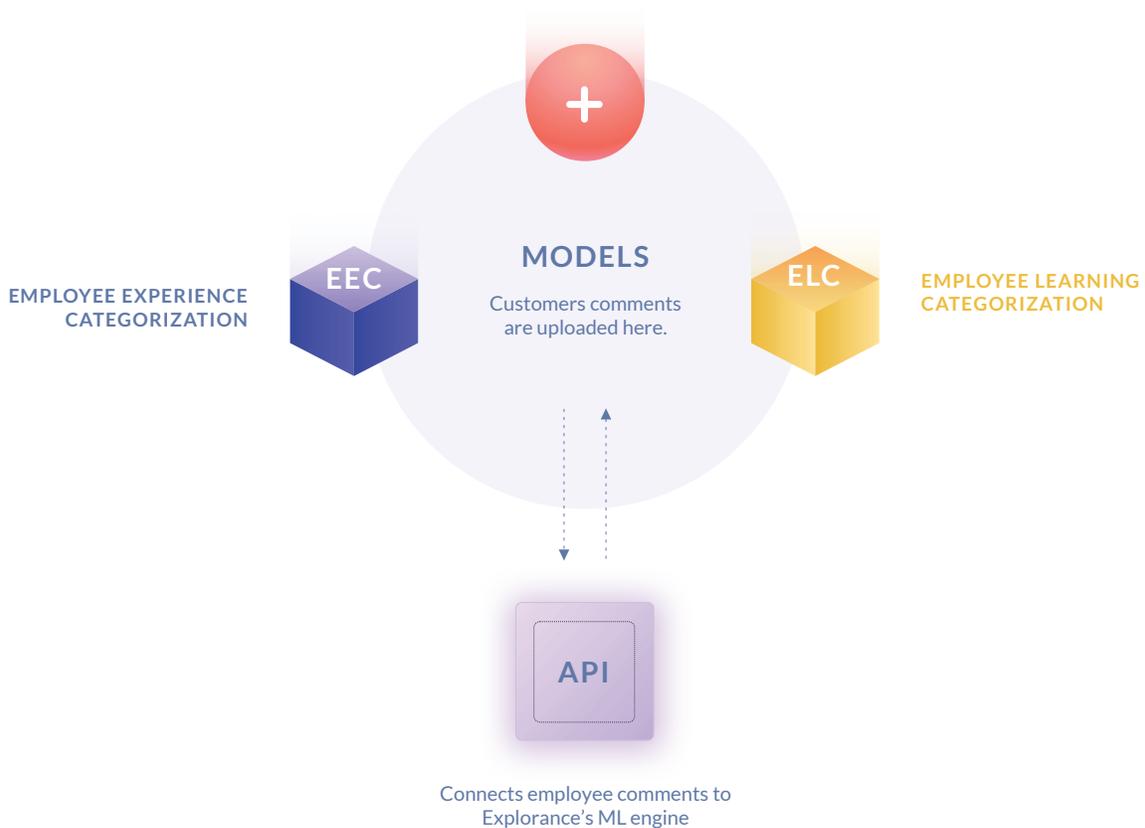
Each model includes an evolution of that model and an API that allows you to consume BlueML categorizations and insights into your Business Intelligence (BI) systems to perform your own analysis.



## BlueML models and API integration

### POLARITY AND RECOMMENDATIONS

Add-ons that come with each model.



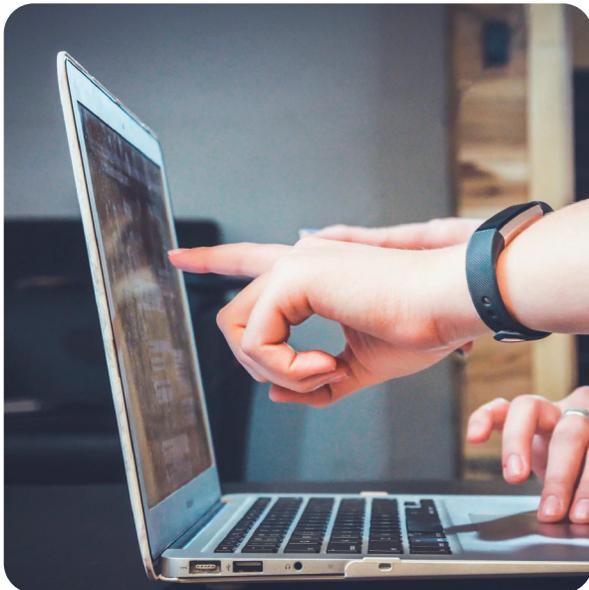
# Feature Highlights

## Proprietary Models

Leverage proprietary machine learning models that allows us to grow, evolve, and build on them overtime based on your needs.

## Specialized Insights

Choose a model built for purpose to analyze comments based on key areas along the employee journey including employee experience and employee learning.



## Polarity Support

Analyze data based on the polarity model and BlueML will simply assign a sentiment (negative, positive, etc.) to each of the comments.

## Recommendation Detection

Go deeper than categories, attributes, and associated sentiments to find out whether the comment is a recommendation or not.

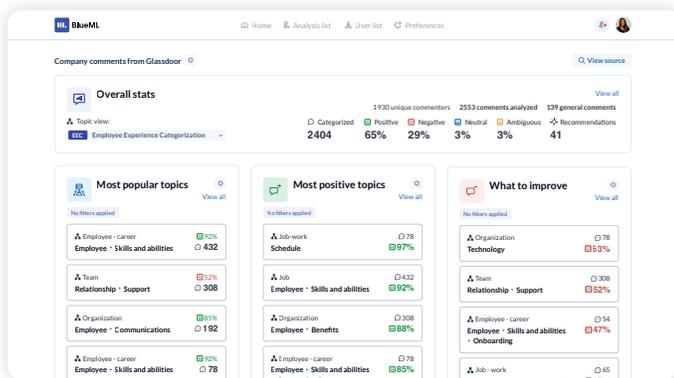


## Get automatic and deeper insights with the BlueML Dashboard.

Plug in your employee comments into the standalone BlueML dashboard and automatically receive all interpretations in seconds. Now you can slice and dice your employee feedback data for in-depth visualization and analysis.

## Spotlight Features

- **Easy Navigation:** Easily access the home page, analysis list page, and user management page from anywhere in BlueML.
- **Simple Upload:** Upload an Excel or CSV files or drag and drop the file to the application to start the process. You can also upload multiple files to the same analysis job.
- **Export Analysis Results:** Export the analysis result of one specific attribute, only the comments that have been categorized, or all the analyzed text into an excel worksheet.
- **Cross Tabulation:** Filter BlueML insights by any demographic or response-based context, and group the data to identify patterns, trends, and correlations in employee comments.



BlueML Dashboard

Visualize insights from employee comments in seconds

**Analyze your employee comments  
and get more actionable insights to  
streamline your decisions**



**explorance.**

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