

Harris Interactive Launches Powerful Solution for Text Analytics

Comprehensive insights create competitive advantage for critical business issues

ROCHESTER, N.Y.--(BUSINESS WIRE)--Harris Interactive® (NASDAQ:HPOL), a global market research firm, today announced a new solution, Harris Interactive® Text Analytics, that integrates the leading text mining technology from Clarabridge® and proprietary advanced analytics to map market trends. The solution is intended for use by any company or organization that wants to integrate the many sources of information available about their market to optimize investment in market research dollars, and produce better trend forecasting.

Key benefits are:

- Classifies and categorizes large volumes of text without manual coding;
- Builds interlocking connections and roadmaps between structured and unstructured data to glean fresh insights to new and existing information sources;
- Enables more accurate validation of emerging trends and customer sentiment;
- Leverages social media, web and other market intelligence to predict and pursue time sensitive issues;
- Allows more open survey design; and
- Utilizes the power of business intelligence platforms to integrate reporting and data exploration tools in commonly used enterprise applications.

It incorporates market intelligence from surveys, structured web content, and customer relationship management for a real 360° view of market behavior. The result is a pulse on leading indicators of market trends and opportunities.

The solution also generates insights into customer loyalty, competitive performance, product innovation and communications effectiveness. It captures the rich insights of text-heavy information such as social media, online commentary, focus groups or interview transcripts, email and chat exchanges, along with news releases and news groups. The end result is more effective resource allocation for product and service development, and sales and marketing initiatives. "Text mining has morphed from a cumbersome process to an efficient and cost effective analytical process which is enterprise scalable," says R. Scott Evans, Ph.D., Vice President of Text Analytics at Harris Interactive. "Advancements in text analytics and our industry expertise have made our solution a highly efficient and effective way to identify and validate market trends as they emerge."

The solution is unique in that it combines the best of all types of customer information:

- Mines web content and extracts valuable insight from online social media and other qualitative sources;
- Is a scalable and systematic method of linking unstructured data with more traditional data sources that use numeric formats;
- Gives structure to the unstructured information through the combination of human content expertise, natural-language-based analysis and machine-learning analysis;
- Attaches measures of sentiment (positive and negative dispositions); and,

- Allows fully integrated, dynamic online reporting of results.

"The blend of Harris' industry expertise and Clarabridge's technology platform create a powerful tool for customer insight," says Justin Langseth president and CTO at Clarabridge, Inc. "Given the increase in volume of unstructured data, we believe Harris Interactive's approach will become a standard to follow for market research professionals."

Pricing is based upon project complexity and volume of data, with discounting applied for additional and repeat volume. Harris Interactive® Text Analytics is powered by Clarabridge, which is based in Reston, Virginia. Harris Interactive and Clarabridge have a collaborative reseller agreement that optimizes use of their platform with Harris Interactive's strong industry and customer insight expertise.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com

About Clarabridge

Clarabridge is the leading provider of text mining software for customer experience management. The Clarabridge Content Mining Platform™ provides Global 1000 enterprises an analytical view of text-based verbatims found in consumer feedback channels such as call center notes, qualitative survey feedback, Web 2.0 content, online forums, reviews and customer warranty forms. As a result, businesses can improve marketing, product/service management and customer service delivery. Clarabridge is privately held with headquarters in Reston, Virginia. For more information, visit www.clarabridge.com.

Harris Interactive Inc. 04/09

Contacts

Harris Interactive
Carol Fricke, 585-272-8400
press@harrisinteractive.net

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