

Using Text iQ to Identify Trends in Your Employee Feedback



Track: Employee Experience



XM Operating Framework: Technology

Course content

Learn how to uncover trends, problems, and opportunities in open text that make it easy to act quickly and improve the employee experience and organizational health.

Key topics include:

- + Monitoring responses and identifying emerging topics in your EX data
- + Building queries and managing topics to categorize text responses
- + Using sentiment analysis to examine the emotion conveyed in employee comments
- + Leveraging the Text iQ summary to understand drivers of employee delight and pain
- + Adding text data into dashboards to visualize topic trends alongside the rest of your data

RECOMMENDED FOR

- + Beginner / Intermediate Qualtrics Users
- + People Analysts
- + HR / Employee Experience Program Leaders

WHAT TO EXPECT

- + **Course length:** 3 hours with one 15 minute break
- + **Format:** Interactive, hands-on training
- + **Prerequisites:** None
- + **What to bring:** Your own laptop and charger

Agenda

TIME	CONTENT
2:00 PM	Welcome and Introductions
2:10 PM	Preparing for Text Analysis + Learning the value of text analysis to better understand what your employees are saying + Setting up your survey for success to gather actionable text data
2:45 PM	Text iQ Fundamentals + Understanding how Text iQ works behind the scenes to get the most out of the tool + Using complex searches to create strong text topics + Examining your text topics to unveil emerging trends in your employee comments
3:30 PM	BREAK
3:45 PM	Understanding Sentiment Analysis + Utilizing Sentiment Analysis to understand the emotions expressed behind employee feedback + Using sentiment metrics to accurately target and assign labels, polarity, and scores + Applying what you learned from Sentiment Analysis to prioritize the actions that need to be taken
4:30 PM	Making Text iQ Data Actionable + Understanding the value of setting up text topics in your dashboards + Mapping the right Text iQ data in your dashboards to focus on the most important themes + Displaying your Text iQ data effectively to encourage action throughout your organization
5:00 PM	Closing Remarks