

Presentation

Andrew Marritt

Building an Inductive Coding Service for Employee Feedback

Abstract:

Large firms are increasingly using feedback as a way of collecting information on ideas on a wide-range of business and employee topics. Workometry, a 2018 Gartner Cool Vendor, is a service for large employees that enables them to quickly make sense of large volumes of multi-language employee feedback.

Feedback, often provided as sentence-fragments, needs to be understood in the context of the question. Decision makers have a strong preference for identified themes to themselves be reasonable answers to the question rather than noun-based topics. We therefore build inductive, question and organization-specific models aiming do this within a few hours. Our approach uses a human-in-the-loop to improve accuracy to perform a service with similar performance to human coders but at a fraction of the resource requirements.

In this presentation I discuss how we built and continually refine the service. I will discuss some of the challenges we overcame and how small changes in the survey employees are presented can improve (or decrease) the ease of building successful models.

Biography: Andrew Marritt is the CEO of OrganizationView, a St. Moritz based pioneer in applying data to workforce challenges. He has held senior global HR roles in firms including Alstom, UBS and Reuters following an early career in management consulting. Andrew has a BSc. in Economics. He learnt to program in the late '70s on a computer built from a kit. He teaches HR Analytics at FHNW, was the Chair of the largest HR analytics conference for their first 3 years and is a member of the CIPD advisory group on HR Analytics.

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