

## FIND ACTIONABLE INSIGHTS IN UNSTRUCTURED EMPLOYEE SURVEY DATA

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Despite economic instability caused by the pandemic, a surge of workers began voluntarily quitting their jobs, with attrition rates hitting record numbers by Spring 2021. This “Great Resignation” provides a once-in-a-generation opportunity to attract and retain new talent, but if companies don’t take proactive measures, they’ll see some of their best people leave, resulting in significant disruption to the business.

Primer’s advanced natural language processing (NLP) platform enables HR teams to structure and make sense of text-based employee feedback at scale, so they can unlock buried insights to help them better engage and retain their workforce.

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### CHALLENGE

One Primer customer was experiencing the “Great Resignation” first-hand. Its HR team wanted to better understand their employees’ experience and identify areas for improvement. So, they sent out a company-wide survey consisting of both multiple-choice questions and a free-form text field for employees to provide feedback in their own words.

Top level, numerical data from the survey’s Q&A format showed a moderate level of engagement that remained relatively flat over time. But what was actually top of mind for employees, and where were the real issues?

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### SOLUTION

The company turned to Primer to help them analyze thousands of free-form employee comments in their survey. Primer’s platform uncovered the insights in this unstructured data by organizing and classifying it into a meaningful format for easy analysis. This gave HR the ability to take every piece of employee feedback into consideration to determine the best ways to improve engagement across the organization.

Because Primer integrates with other applications, the team could funnel text field data from their survey tool directly into Primer, aggregate and anonymize it, and then run it through a pipeline of [Primer Engines](#):

- The [Key Phrase Extraction](#) engine looked for the most prevalent topics, phrases, and keywords, pulling out clean data into a structured format.
- The [Sentiment Analysis](#) engine then added a layer of positive, negative, or neutral feeling to this data to determine its importance and priority for the survey participants.

Primer added structure to the data with human-level precision, enabling HR analysts to uncover hidden details, patterns, and relationships that would have otherwise been impossible to find using manual workflows.

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### RESULTS

By fully analyzing employee feedback, Primer’s customer was able to take real action to address the underlying issues in its workforce. HR no longer relies on a linear “happy/unhappy” spectrum; they can now explore specific concerns, gain valuable insights, and share findings with senior leaders to guide their people strategy. Whether that means easy fixes like office improvements or tougher changes like higher pay, the company can better understand what will make employees happy enough to stay.

Don’t let a wave of resignations become a tsunami.  
[Request a demo of Primer today.](#)