Canvs AI's New Survey Rules Add More Flexibility for Open Ended Answers

NEW YORK, NEW YORK, UNITED STATES, October 15, 2020 /EINPresswire.com/ -- Canvs, a leader in emotion and behavior insights, announced today the addition of its Rules Management system to eliminate repetitive actions around Net and Code creation. As a supplement to Canvs' AI-powered technology for coding open-ended survey responses automatically, the Rules Management system empowers customers to tune the automated coding and code frame to fit specific requirements and learn from continued usage. This saves time, streamlines coding and provides more flexibility for analysis, reducing time to insight.

With the new Rules Management system, customers can now fully tailor their Canvs experience, whether designing code frames used on repeated surveys, or creating custom filters for Nets and Codes. Users can specifically leverage Canvs' advanced Boolean search to pinpoint content in their open ends and assign Nets and Codes to be applied automatically on future Surveys. The new time-saving feature adds a refreshed level of functioning, flexibility and performance.

"With the addition of Survey Rules, we provide the means and flexibility to let our customers see and personalize their results more effectively," stated George Kontos, Chief Technology Officer, Canvs. "We wanted to enable our customers to enhance our automated AI and be able to set unique rules to tailor their output to their company's specific requirements."

"Using Rules gave us a leg up on reviewing clusters of tags within our open-ends, which significantly enhanced our analysis and what we were already able to do with Canvs Surveys," stated Christy Tobiasz, Account Manager, LRW, A Material Company. "With this powerful tool, we have a unique way to control how we sift through a more flexible framework and respond to timely events."

For product or service research, Canvs users can mark any content that talks about the current trend to see how consumers are behaving and feeling to understand their needs better. Using Rules, users can tag any mention of the trend and group them for easy review and filtering. This can easily be set up for any content clustering needs.

In addition, the ability to multi-select questions on the Surveys Content page is now available. This improvement to Surveys, accessible on the content page and the Codes Manager, allows users to select one or more questions to view the analysis.

Canvs's emotion and behavior insights platform understands how consumers feel, why they feel that way, and the business impact those feelings and behaviors create for brands. Canvs works with any unstructured open-ended survey content and can import directly from data platforms such as Qualtrics, Survey Monkey, Decipher, Confirmit, and more.

To learn more about Canvs, visit canvs.ai. To schedule a demo, visit https://www.canvs.ai/demo

ABOUT CANVS

Canvs AI is an emotion and behavior insights platform that understands how consumers feel, why they feel that way, and the business impact those feelings and behaviors create for brands. Through analysis of one trillion expressions and over 10 billion conversations, Canvs' patented AI and machine learning platform and APIsquickly turn open-ended text from social media, marketing campaigns and customer surveys into powerful insights that can improve product and brand experiences. Brands like Disney and Netflix and research agencies like Luma Research use Canvs to create research efficiencies, unlock marketing opportunities and increase revenue with the power of emotion and behavior insights. Start understanding your customers better at canvs.ai.

ABOUT MATERIAL

Material is a modern marketing services company that seamlessly combines insights, consulting and activation into one integrated offering. The company is powered by sophisticated analytics, deep human understanding and design thinking to help B2B and B2C brands put insights into action and create work with impact. Material is headquartered in Los Angeles, CA, with offices in 13 cities across the U.S. and the U.K.

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