



Coding Service

by language logic

Advanced Technology To Improve Your Research Productivity

Language Logic's global coding, transcription and translation network

Ascribe Coding Service - Benefits

■ Focus

Language Logic has only one focus, to develop best-in-breed verbatim management applications and to offer them to its Customers for their own use or through our Ascribe Coding Service.

■ Service

Language Logic believes the Ascribe Coding Service offers your company much more than any other coding service in the research industry – using the same world-class software in use at many of the largest global market research agencies. Our Experience, Quality of Work and Speed of Turnaround separate the Ascribe Coding Service from the rest. But, we don't stop there...

■ All-Inclusive

The Ascribe Coding Service offers an all-inclusive service incorporating the complete management of your **multilingual coding, transcription and translation** processes and all the data deliverables requested by your clients. We "act" as your in-house coding capability, completely.

■ Dedicated team for Medical, Health Care and Pharmaceutical verbatims.

■ Integrated

Ascribe's comprehensive reporting facilities are available to display both quantitative and qualitative information, at any time. Ascribe provides your, project directors, analysts and account managers with a single, feature-rich method to provide timely answers and reports throughout your company and within your client firms.

"Ascribe Coding has done an outstanding job for MARC Research. We have converted the coding function from a fixed cost to a variable cost. And yet projects flow with ease from initiation to end reporting as if we still had a department on site. Our project turn around time has decreased dramatically and we have gained additional efficiencies in our project management process due to the expertise of the Ascribe Coding Team".

EVP, MARC Research

If you would like to see what the Ascribe Coding Services can do for your research productivity, please contact Language Logic for pricing and an online demonstration.

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Benefits

Advanced Technology To Improve Your Research Productivity

License Ascribe for use by your global staff and supplier network over the Internet

Outsource your coding, translation and transcription projects to the Ascribe Coding Network

Multilingual & Medical specialists

...use BOTH services

■ **Save Time**

Ascribe focuses on productivity gains within the management of verbatim survey responses. Repetitive tasks become automated. Past coding "teaches" Ascribe how to code future content – when the responses are uploaded – automatically.

■ **Control Costs**

Ascribe includes detailed cost & time accounting. Analyze productivity gains by Study, Question, Coder and over time. Advanced Productivity Reporting available.

■ **Increase Capacity**

Ascribe is hosted on Language Logic's secure Internet infrastructure. Unlimited number of users, studies, questions, responses. Manage your staff for normal production and outsource overflow projects to the Ascribe Global Coding Network. *No IT Costs.*

■ **Increase Quality**

Ascribe enforces coding quality and consistency by allowing coders and supervisors to quickly evaluate responses and by suggesting codes to apply based on previous work. Many responses are coded when the data is uploaded to Ascribe – automatically.

■ **Increase Accessibility**

Ascribe includes various online reporting tools allowing for drill-down access to respondent level verbatim responses and survey data. For Coders, Project Directors, Client Service, Analysts, Account Managers ...**and your CLIENTS.**