

**Experiential
Natural Language
Processing (NLP)**

**The missing capability in
Employee Listening and
Experience platforms**

A conversation with
Dr Tina Peeters
Behavioural Scientist





Employee Engagement & Listening platforms provide powerful tools to People Analytics, HR, and OD professionals to help them understand their workforce.

But are they missing a key capability?

Can they accurately or effectively analyse the lived experiences of workforces through their words?

Many industry-leading Employee Engagement & Listening platforms do not have a suitably sophisticated solution to identify complex emotions and topics in the open-text feedback of employees.

Most are limited to sentiment analysis (very different to emotion analysis) and non-expansive topic models.

Meet **Tina Peeters**,
Behavioural scientist and currently
Global People Analytics Lead at
dsm-firmenich



“HR and People Analytics professionals have long been aware that asking employees to answer closed questions will limit the extent of their feedback. We are likely missing rich insights.

We should be trying to provide a more human-centric method to collect answers using open questions that allows the employee to discuss any aspect of their work experience they want and identify ‘blind-spot’ topics we were previously unaware of.”

“An improved software capability is required. One that can combine topical and emotional analysis of workforce open-text feedback.

This capability exceeds what is currently provided by industry-leading people analytics platforms.

*This is the value that **Akumen** delivers, helping HR professionals better understand open-text responses.”*





Akumen has developed a world-leading Hybrid-AI Natural Language Processing (NLP) engine. It can identify 20 emotions and 53 topics that **report the complete employee experience from free-text datasets.**

Continuously refined since 2015, the NLP engine is built using rule-based symbolic AI. It is created and curated by human behavioural and language experts, maintaining robust ethical and moral standards.

This results in human-centric, inclusive, and transparent algorithms and ontologies that accurately deconstruct the complexities in human language.

This enables the software to reveal the emotions, meaning, and intent within employee feedback to a previously unobtainable level.



Why is identifying emotions so important?

Emotions drive behaviour.

You need to analyse emotions, and the drivers of these emotions, before you can understand behaviours

Drivers



Emotions



Behaviour

To read the full report and conversation with Tina, please visit [here](#)



Akumen offers our unique emotions analytics and proven domain-specific NLP models for white-label integration into partner platforms, empowering them with world-leading text and behaviour analysis capability.

We also deliver our insight software and consultancy support direct to end-users.

If you would like to find out more about how we can help you revolutionise your understanding of stakeholder feedback, please visit akumen.co.uk contact info@akumen.co.uk for an informal chat.