

**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 ([akumen blog page](#))



**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](https://akumen.co.uk) contact [info@akumen.co.uk](mailto:info@akumen.co.uk) for an informal chat.