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FOR IMMEDIATE RELEASE

Quester's proprietary text analytics software released as a SaaS platform

DES MOINES, IA, July 17, 2018 --- Quester announced today its proprietary analytics software, CoreText Analytics, is now available as a Software as a Service (SaaS) platform, empowering companies to leverage it for their own qualitative data analysis. For 30 years, Quester's linguistic analysts have relied on the software to conduct its award-winning research. The key component is the software's ability to take hundreds, even thousands of verbatim responses and quickly produce a report highlighting the most prevalent themes and ideas within an entire data set.

The software provides the starting point for Quester analysts' deep-dive into data. Likewise, users on the CoreText SaaS platform can conduct a quick review of verbatim data to gain a high-level overview of the themes and ideas represented in the data set along with the key elements that make up the respondent mindset. CoreText provides an easy platform to code, quantify and rank key themes across the data set — as a whole or by segment. Analysts can further delve into each theme to learn more about what drives that mindset by reviewing individual responses.

"In developing the CoreText turnkey solution we held true to our core belief that to gain reliable insights from qualitative data, human eyes need to look at the data in context to really understand consumers' mindset," says Quester president Tim Hoskins. "CoreText solves for this issue, and saves valuable time by identifying the key themes or ideas, organizing the data, and placing it in a format that can be easily consumed. It only takes about 20 minutes with the software to gain a solid understanding of hundreds or even thousands of comments or responses."

Visit [Quester.com/products/coretext-analytics](https://quester.com/products/coretext-analytics) for more information including a video demonstration.

About Quester

Quester is a consumer intelligence company that believes in understanding people as people and not just as consumers. Quester researchers leverage an award-winning artificial intelligence backed software moderator to develop one-on-one conversations, blending qualitative and quantitative into a single phase conducted at scale (quantitative sample sizes). Marketing scientists and linguistic analysts collaborate to produce a comprehensive analysis that goes beyond data to bring a full and complete story to life. With offices in Des Moines, IA and Chicago, Quester has conducted thousands of studies for companies across the U.S., including many on the Fortune 500 list. For more information, visit [Quester.com](https://quester.com).

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