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Using Text Analysis to Gain Insight into Organizational Change

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ABSTRACT

Businesses often implement changes to improve customer satisfaction, increase revenue, or improve profitability. The best situation occurs when a business can measure the impact of the change before and after making organizational changes. This research analyzes data from a survey of more than 30,000 patients from a midwestern university teaching hospital. We consider the impact of two very different changes: a move from free parking to paid parking in 2009, and the implementation of a new online portal designed so that patients can access their medical information. We first analyzed the quantitative data using a key business metric and then applied text mining and sentiment mining analysis procedures using the qualitative data to gain deeper insights.

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