Unlocking Actionable Insights with AI Qualitative Analysis and Redaction for Course Evaluations

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QS
Reimagine Education Awards

Explorance

GOLD WINNER

AI in Education Award

2024

Umar Mushtaq

Solutions Engineer

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Agenda

1   **About Explorance**

2   **About MLY**

3   **Live Demo**

4   **Q&A**

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23 Years of Connecting the Moments that Matter Through Feedback Analytics

Founded in 2003
Operating out of Montreal, Chicago, Amman, Chennai, London, London, and Melbourne

Serving 750+ Organizations
Including 40% of R1 Universities,
50% of AAU, and 35% of the QS Top 100

Change Makers
World Economic Forum x Explorance To Collaborate on Global Skill Gap

Ahead Of Your Needs
50% R&D Investment Ratio And Award-Winning AI Technology

Always There For You
24/7 In-house Customer Support

Trusting Relationships
95% Customer Renewal Rate

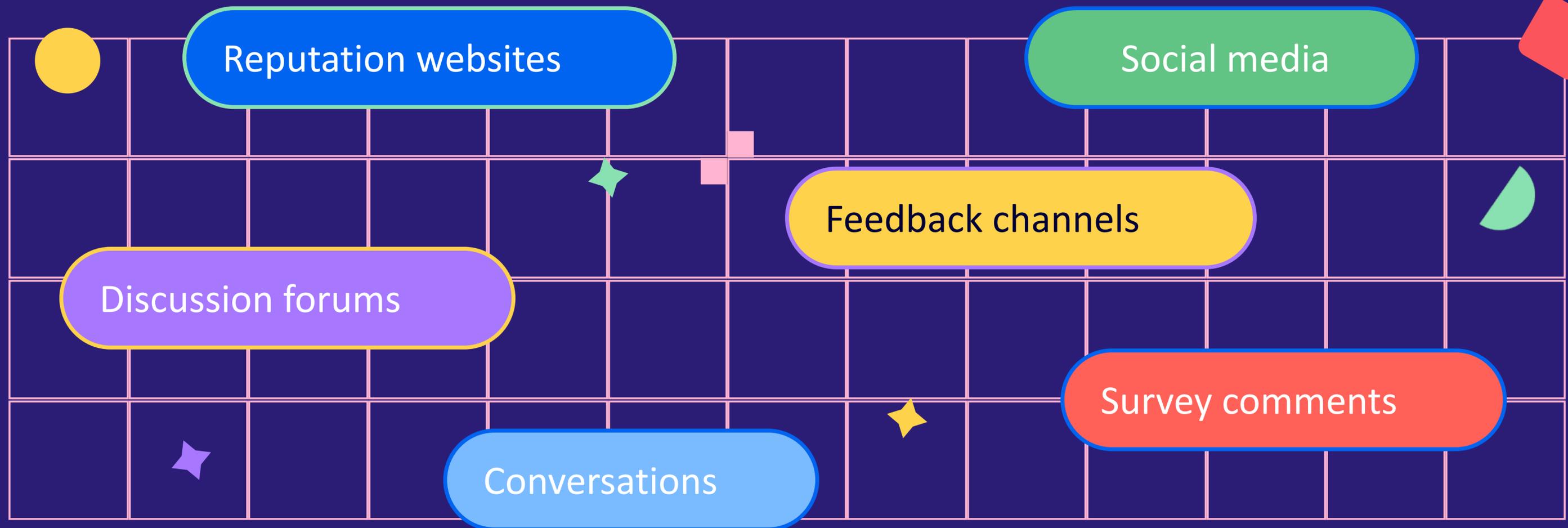**explorance**

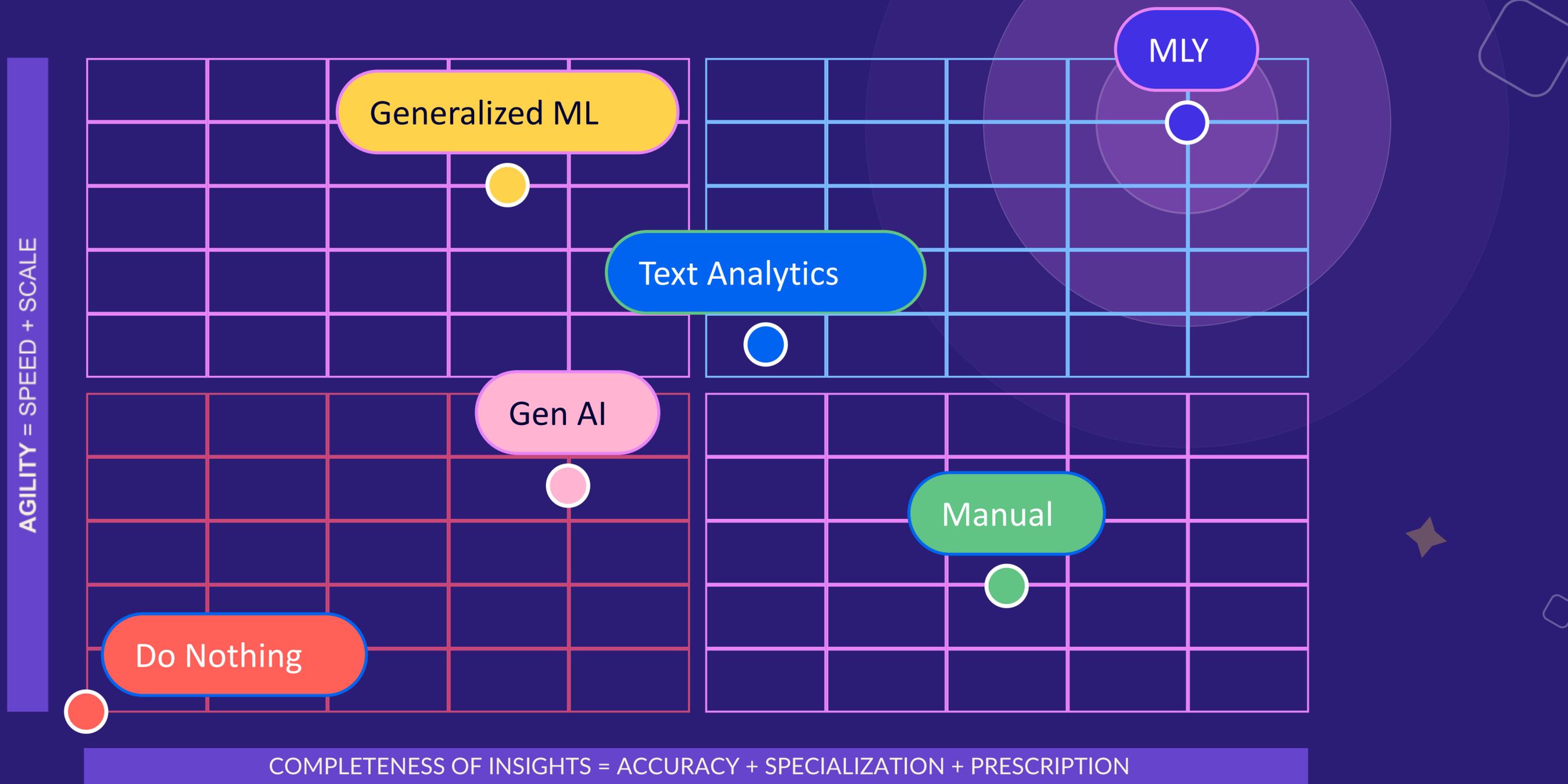# Representative Higher Education Institutions

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❖ Our Partners

Explorance MLY

Umar Mushtaq, Solutions Engineer

Student feedback is a gold mine of data

Reputation websites

Social media

Feedback channels

Discussion forums

Survey comments

Conversations

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AGILITY = SPEED + SCALE

Generalized ML

Text Analytics

MLY

Gen AI

Manual

Do Nothing

COMPLETENESS OF INSIGHTS = ACCURACY + SPECIALIZATION + PRESCRIPTION

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The MLY Difference

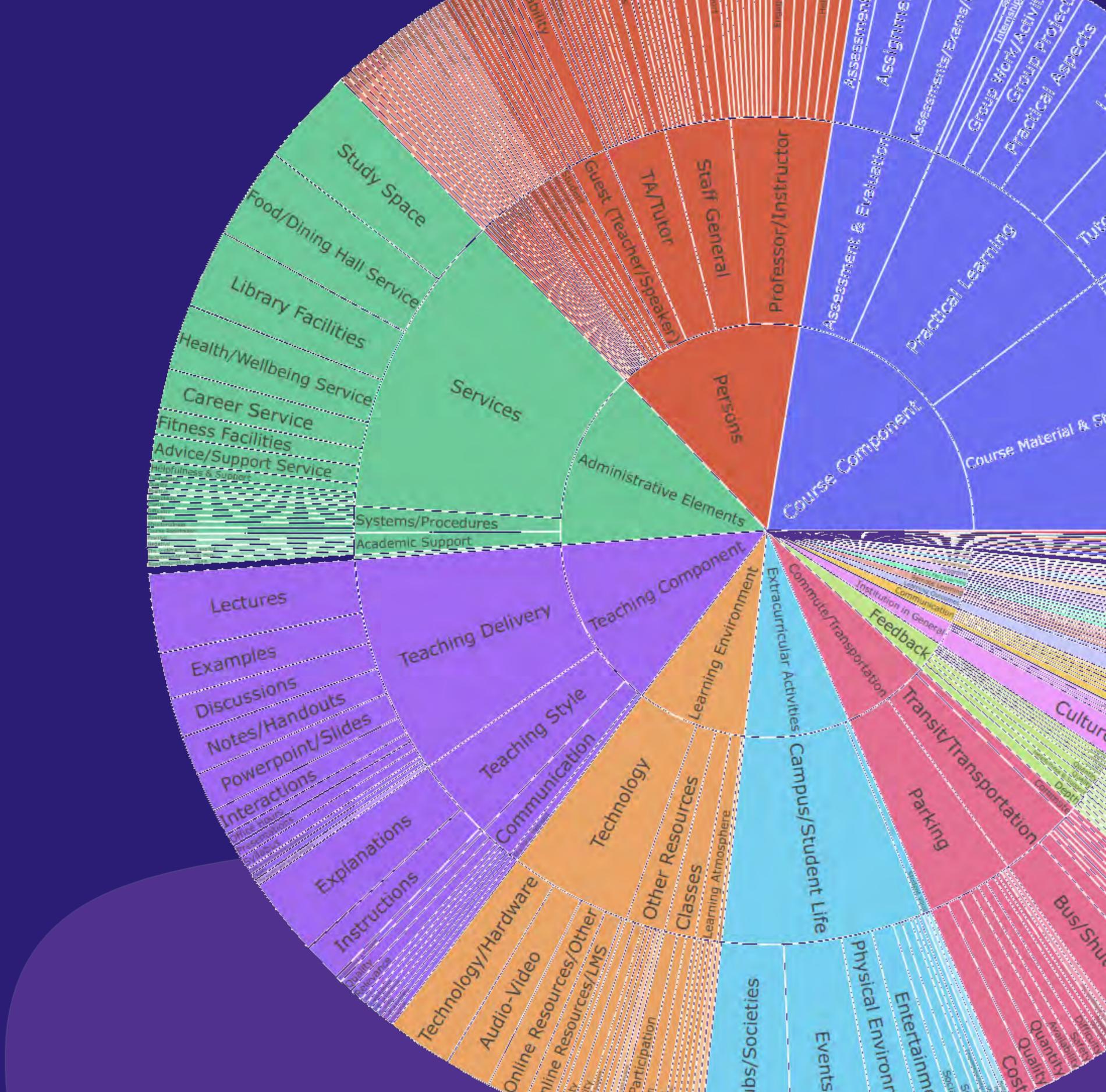**Model Highlights**

- Specialized Student and Staff Experience Insight Models
- Sentiment Analysis
- Recommendations
- Issues and Alerts

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Explorance MLY

Ask less and do more

With only one question, get

55K+
unique insights!

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MLY Stats

23,267,732
Comments analyzed

54,344,536
Insights generated

8,995,458
Recommendations Highlighted

396,936
Alerts Highlighted

147
Organizations

2.4M
People

QS

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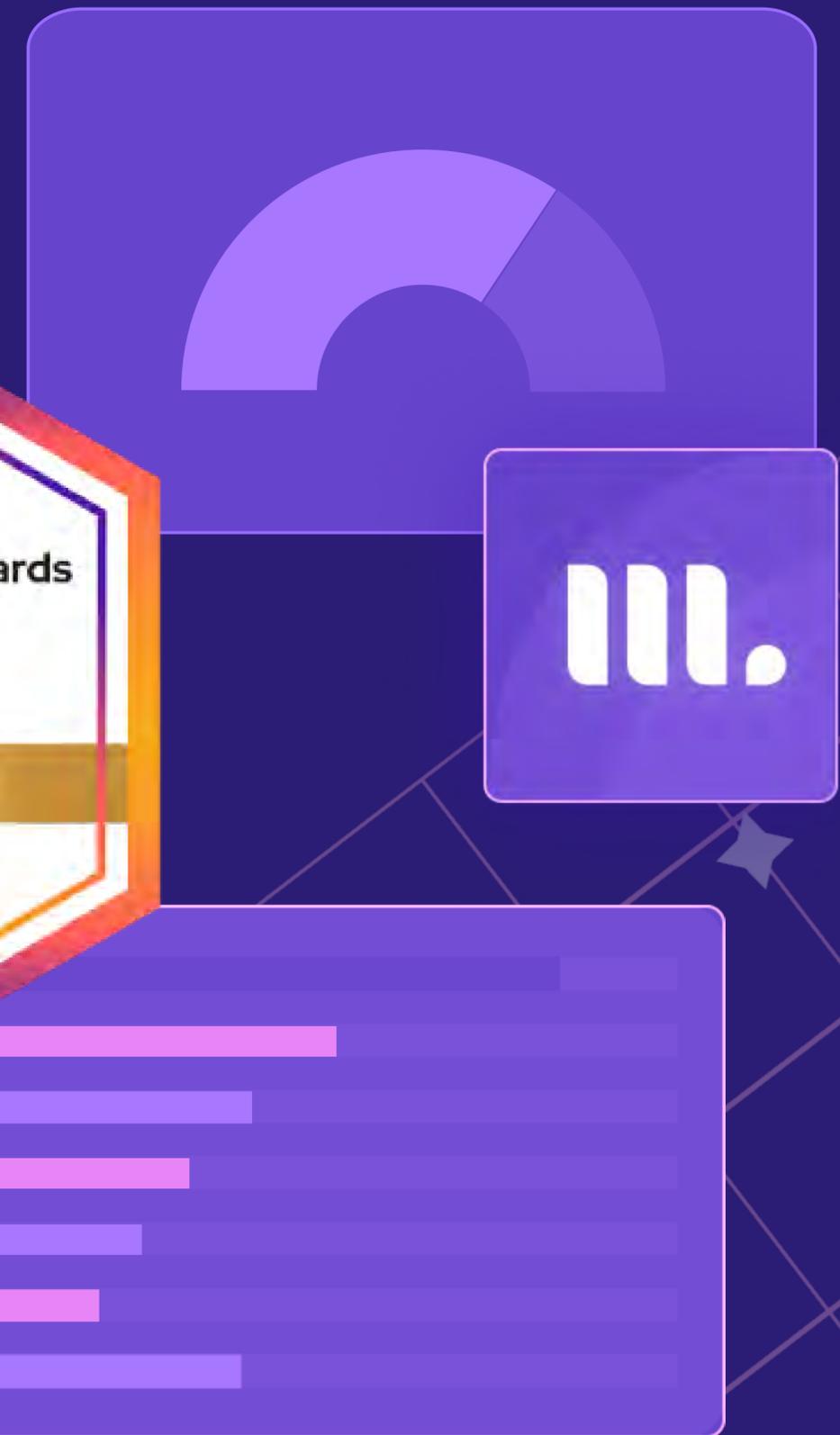
MLY at Work

McGill

THE UNIVERSITY OF CHICAGO

HARVARD UNIVERSITY

AdvanceHE

THE UNIVERSITY OF NEWCASTLE AUSTRALIA

Curtin University of Technology

UNIVERSITY OF WESTMINSTER

SAIT

MANCHESTER 1824 The University of Manchester

SORBONNE UNIVERSITÉ ABU DHABI

LIVERPOOL JOHN MOORES UNIVERSITY

UNIVERSITY of TASMANIA

SP Singapore Polytechnic

HERIOT WATT UNIVERSITY

Microsoft

MONASH University MALAYSIA

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

TEXAS The University of Texas at Austin

Our Approach to Responsible AI

- Only opt-in anonymized data leveraged in model build-out

- Supervised learning for decision-decision-grade insights

- Data not persisted and never used used by Explorance for any purpose without written consent consent from customer

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"Examples of what was expected was very helpful especially because there was such specific expectations. Being able to choose our own topics was great. I appreciate that in the prep there were videos and readings. I appreciated the feedback I got from the faculty grading my assignments, it was in depth and useful. I think the institution needs to reduce tuition fees since students are remote and don't have access to campus services during the pandemic. "

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Explorance MLY

☺ | ♣ 6 | 💡 1 | ⚠ 0%

Analysis:

☺ The **comment** you have analysed has a [☺ **Positive**] **sentiment**

The analysis also found a total of **6 topic sentiments, 1 recommendation,** and an alert score of **0%.**
View details below:

⌃ **Topic sentiments (6)**

Positive (6)

Learning Environment ▸ Technology ▸ Multimedia ▸ Availability

Teaching Effectiveness ▸ Teaching Delivery ▸ Examples ▸ Availability

Course Component ▸ Course Material & Structure ▸ Readings ▸ Helpfulness   Feedback ▸ Availability

Feedback ▸ Depth   Feedback ▸ Helpfulness

⌃ **Recommendations (1)**

Do less (1)

▾ Expenses

⚠ With an alert score of **0%,** this comment has nothing to report.The alerts threshold is set at **50%.**

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University of Newcastle Amplifies Amplifies Student Voice with Explorance MLY

CHALLENGE

The university had an abundance of qualitative feedback, but no no systematic and efficient way of analyzing it.

SOLUTION

Pre-trained AI models from Explorance MLY that can categorize student categorize student feedback into Higher Education terminology terminology

OUTCOME

A year's worth of reading comments cut down to minutes. And a And a starting point for university leadership to focus on thanks to MLY's thanks to MLY's Recommendation and Alerts models.

PARTNER SINCE 2011

"The pre-trained models were a key difference for us because other off-the-shelf shelf text analytics tools weren't trained trained using Higher Education comments. comments. With MLY, we're speaking the the same language."

Mrs. Meagan Morrissey
Manager Student and Staff Insights

THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

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Leveraging AI-powered Qualitative Analysis for the NSS and Beyond at the University of Westminster

CHALLENGE

A labor-intensive and time-consuming manual thematic analysis of NSS analysis of NSS responses from 3,000 students annually, constrained by constrained by limited in-house capacity and a lengthy process for process for training and deploying student researchers.

SOLUTION

Explorance MLY enhanced qualitative analysis of NSS results, enabling enabling rapid data triangulation, streamlined reporting, and a culture culture of actionable feedback and trust.

OUTCOME

Transformed qualitative feedback processing at the institution, institution, enabling analysis of student feedback at scale and and accelerated the closure of the feedback loop.

PARTNER SINCE 2023

"With MLY, we have gone from analysing analysing around 6000-7000 NSS comments comments per year to being able to analyse analyse in the region of 32,000-35,000 comments across multiple internal and external datasets across the last academic academic year alone."

Matthew Abley
Institutional Research Analyst

UNIVERSITY OF WESTMINSTER

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Transforming Student Feedback Analysis at the University of Manchester

CHALLENGE

Challenges in resourcing qualitative analysis of extensive student student feedback, lacking a unified platform and relying on a labor-labor-intensive, decentralized manual process.

SOLUTION

Explorance MLY effectively categorises and analyses large-scale student feedback, with tailored recommendations, and streamlines data sharing across multiple stakeholders.

OUTCOME

Transformed the analysis process of thousands of free-text comments, providing rapid insights, and facilitating timely action for continuous improvement and strategic planning.

PARTNER SINCE 2022

"Even with the number of comments we put we put in, 50,000 in one go, I am still baffled baffled by how quickly MLY does the analysis analysis once you have got it into the system system to then being able to look at it within within a matter of hours."

Daniel Bayes
Teaching and Learning Officer
(Student Voice and Feedback)

MANCHESTER 1824
The University of Manchester

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AI-powered Student Voice Analysis for NSS and Module Evaluation at Liverpool John Moores University

CHALLENGE

Outdated, resource-intensive text-mining process that required required extensive manual analysis and lacked adaptability.

SOLUTION

Explorance MLY, a student feedback-specific model with advanced features features like alerts, demographic analysis, and collaborative tools, for for enhanced data-driven decision-making.

OUTCOME

Significantly enhanced their understanding of the student experience by experience by providing rapid, scalable, and actionable insights, insights, reducing manual workload, and informing institutional change. institutional change.

LIVERPOOL JOHN MOORES UNIVERSITY

PARTNER SINCE 2014

"Adding MLY to LJMU's portfolio of analytical analytical tools has enhanced understanding understanding of student needs and improved the student experience by providing faster, real-time analysis without without the need for lengthy manual data data processing."

Fenna Boerkamp
Institutional Research
and Evaluation Officer

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"We are thrilled to deepen our partnership with Explorance to enhance world-class learning experiences. The integration of MLY into Worldwide Learning's data driven approach is a significant step forward in our journey towards learner-centric training.

MLY helps us amplify the Voice of Customer (VoC) and enables personalized and engaging learning experiences that reflect our commitment to our global learner community."

Christian Wylde
Sr Director of Product Management,
Microsoft Worldwide Learning

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PARTNER SINCE 2014

LOCATION

Seattle, WA

Number of Employees

220,000 +

Explorance World 2026

📅 June 16–19, 2026   📍 Boston University, Boston, MA

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Scan the QR code to complete the session survey.

2026