

LISTEN Corporation: Overview

LISTEN Corporation provides easy-to-use text analysis software that objectively interprets all forms of language data. **LISTEN** provides a three-dimensional analysis based on language function, as defined in a most powerful and widely-respected linguistic approach. **LISTEN** software enables market researchers to rapidly and reliably analyze qualitative data to understand—and act upon—what customers are saying about their company and their products.

Market research has long depended on surveys, focus groups and interviews as sources of new information. With the explosive growth of the “blogosphere”, the ability to quickly interpret large volumes of data has never been more critical. But, unlike the processing of numerical data, the analysis of language data is time-consuming, costly, and open to charges of inaccuracy and bias.

None of the software choices currently available to market researchers fully resolves these issues. You can automatically, and rapidly, sort, route and respond to email, but email applications are designed to process routine information, not to capture or analyze *new information*. You can support a detailed analysis with an inexpensive research package, but only if you’re willing to trade *commercial volumes* of data for academic-style, one-off “case studies”. You can invest in a costly “knowledge management” system, but these systems are designed to catalog formal documents and access pre-determined data fields—not to interpret *informal language*. In fact, none of these applications are widely used by market researchers, for one simple reason: Marketers don’t need to sort data, they need to understand it.

Only **LISTEN** software enables researchers to track what customers and potential customers are saying, with the accuracy, objectivity and detailed metrics afforded by the application of cutting-edge language theory.

At **LISTEN**, we understand the theory—the linguistics approach best suited for the data that researchers find hardest to analyze, quantify and interpret. We also understand the application. Our strategic relationships with key customers keep us focused on the features critical to market research: speed, accuracy, objectivity, and the capacity to handle high volumes. Most importantly, **LISTEN** software enables market researchers to understand the informal, speech-based language people use when they’re telling you how they really feel.

Our Beta version of the software is ready for use by marketing research firms to analyze client data. Using **LISTEN** software, our key customers are able to highlight and interpret critical customer insights, gleaned from large volumes of open-ended survey responses, blogs or any other language texts. Since they’re able to do this in a fraction of the time they used to spend, our customers can now do more, and more detailed, qualitative analyses. We are now seeking additional partners from the marketing research field who can utilize **LISTEN** software to add value to the services they provide for their clients.

Kim Morouney, founder and President, has a Ph.D in organizational analysis and a background in modern languages. David Rose, Vice-President, has extensive experience in finance and marketing, and has headed up several successful entrepreneurial ventures. Both are professors at Laurier's School of Business and Economics where Kim teaches courses in organizational theory and in communication skills and David teaches strategic marketing.

Want to know what your customers really think? Just **LISTEN**

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