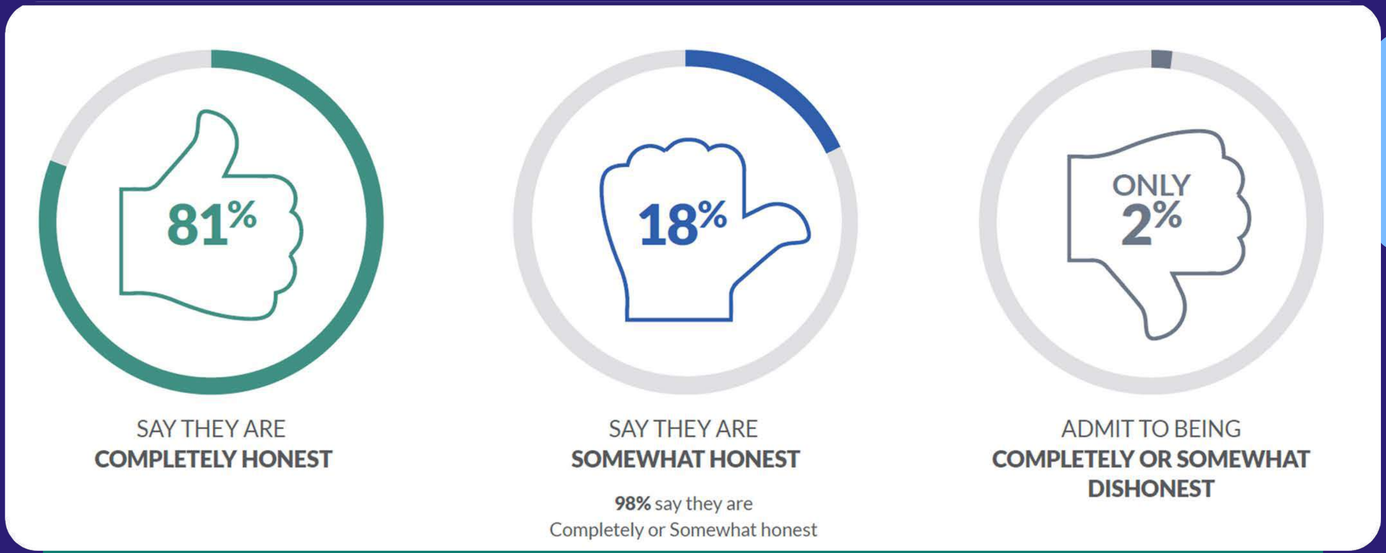
The Future ~~of~~ *and* MLY

Samer Saab

The Rise of Qualitative Analysis

When taking surveys, how honest are you?



The Explorance Employee Feedback Survey was conducted by Wakefield Research

98% Provide fill blanks suggestions and feedback at some point

Evolution of qualitative feedback

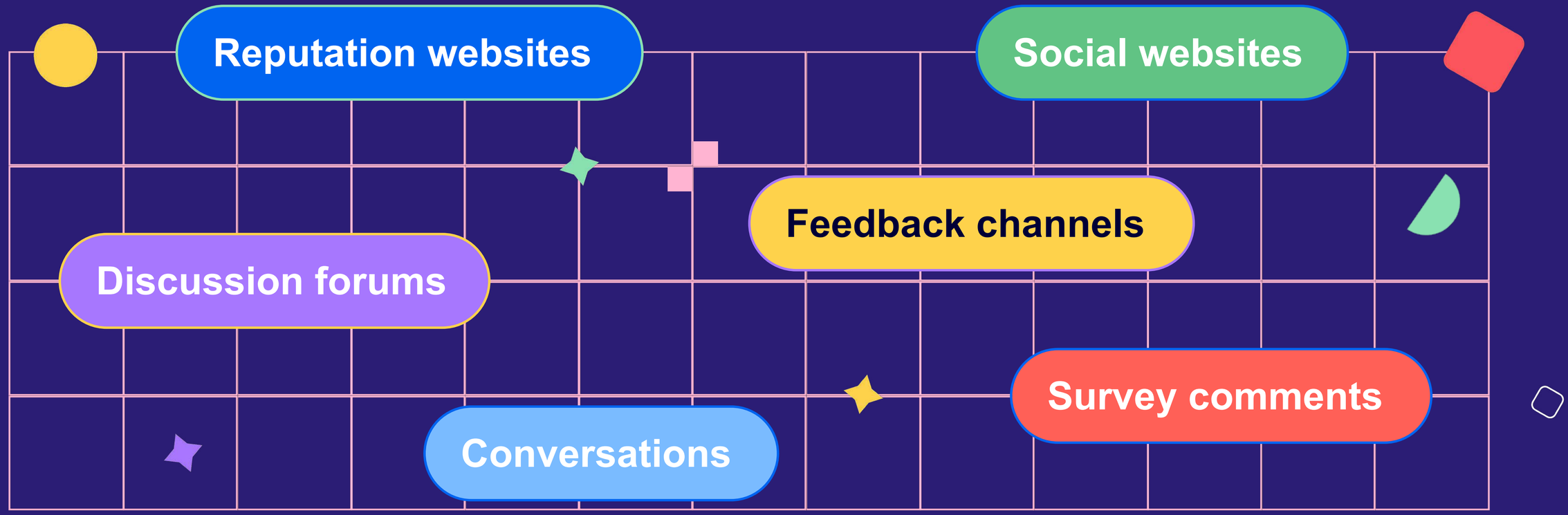
Respondents are **writing more**

Many studies demonstrated that online methods increase the word counts in comments by **4x to 7x**, and that the constructive nature of the comments improved as well.

Evolution of qualitative feedback

Respondents are expressing themselves more **frequently,** more **widely** and providing **richer insights.**

Qualitative Insight Channels



The Opportunity

Silo breaker

Democratizes access to feedback data.

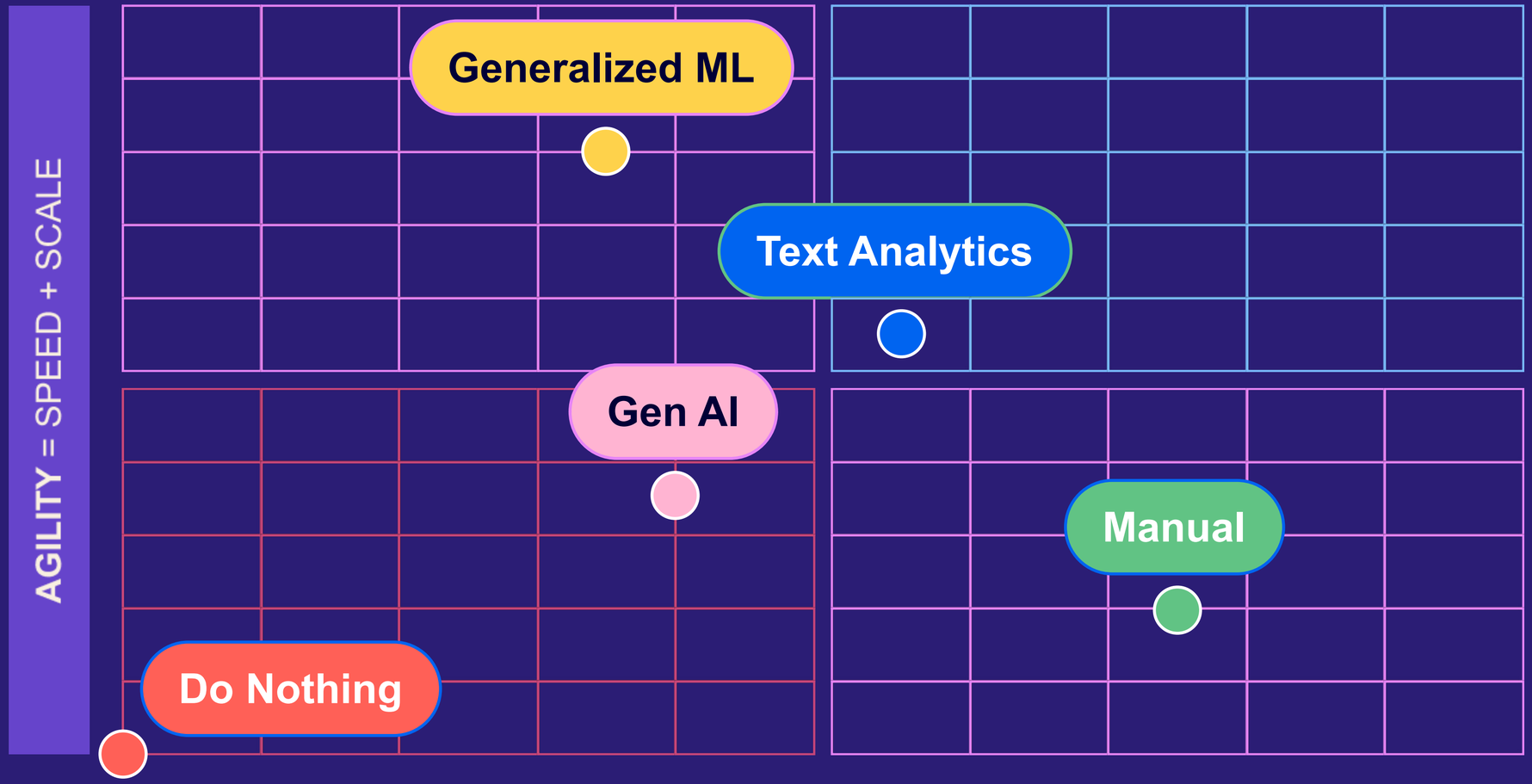
A true measure of expectation

Continuous insights

Naturally supports an effective listening strategy across all facets of students or employee journey.

Prescriptive Insights

Landscape


Generalized ML
Text Analytics
Gen AI
Manual
Do Nothing
AGILITY = SPEED + SCALE
COMPLETENESS OF INSIGHTS = ACCURACY + SPECIALIZATION + PRESCRIPTION

Meet MLY:
The AI-powered Feedback Analytics Solution

MLY General Stats

2017
Year it all started

35
Team members

500,000
Lines of code

9.1
In MTM, today

9.3
In Blue (soon)

∞
Integration options

MLY Model Stats

3+3
Core and supporting models

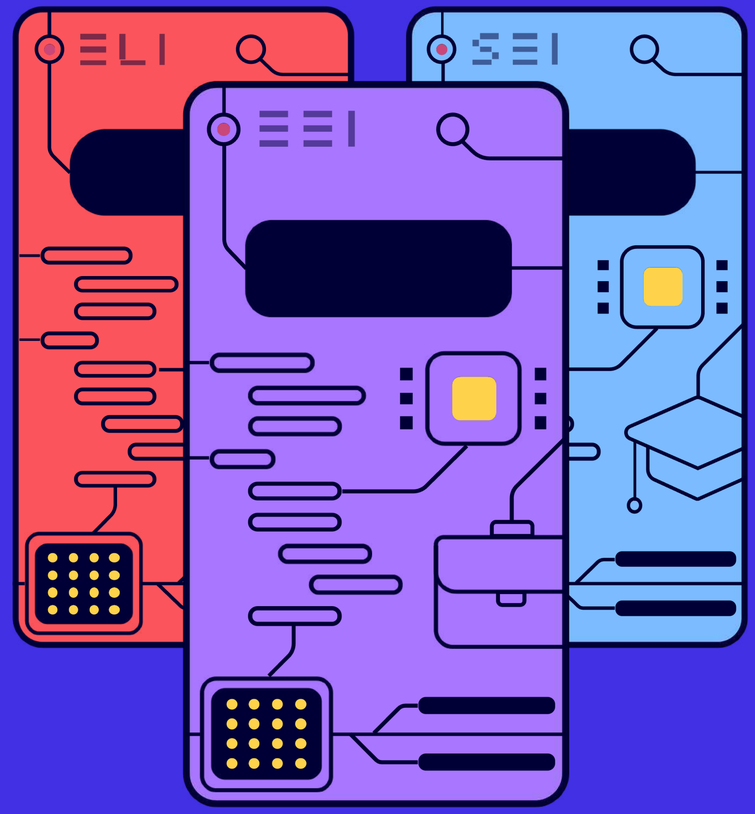
59,058
Unique insights

1,181
Topics

555
New topics in MLY 2.0

725,000
Comments annotated

1,600
Annotations per day



MLY at Work (LTM)

7,967,847
Comments analyzed

21,864,544
Insights generated

3,158,458
Recommendations shared

273,895
Alerts detected

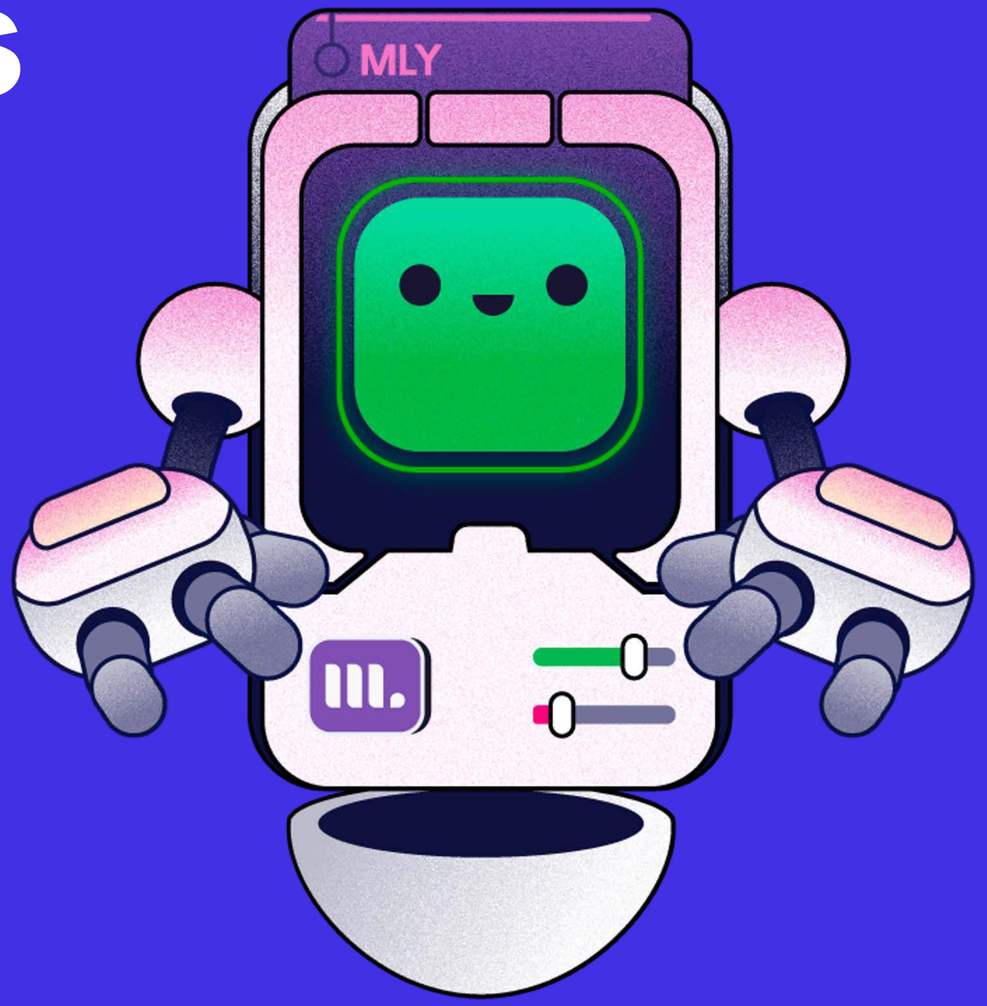
MLY Client Insights

50+
Customers

1.3M
People

10+
Countries

10
Industries



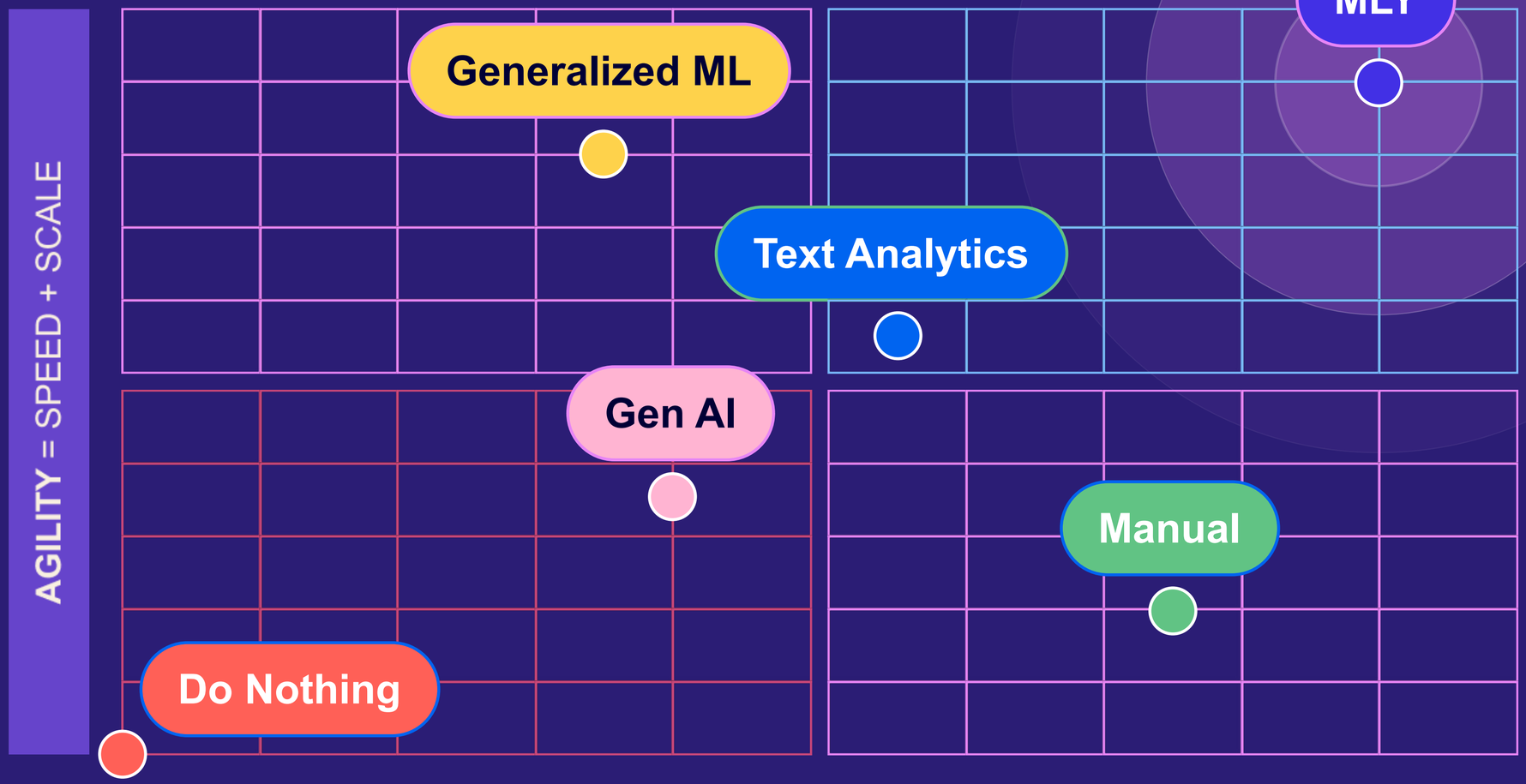
Sharing their MLY experience at EW2024

Microsoft
UF UNIVERSITY of FLORIDA
pwc
THE UNIVERSITY OF NEWCASTLE AUSTRALIA
UNIVERSITY OF MARYLAND GLOBAL CAMPUS
Formerly UMUC

The MLY Difference

- ✓ **Purpose-Built**
- ✓ **Proprietary models** (Student, L&D, HR)
- ✓ **Unparalleled precision and recall**
- ✓ **Supervised learning approach**
- ✓ **Built with data privacy at heart**
- ✓ **Scalable dashboarding and sharing**
- ✓ **Open architecture, multi-source**

Landscape Refreshed



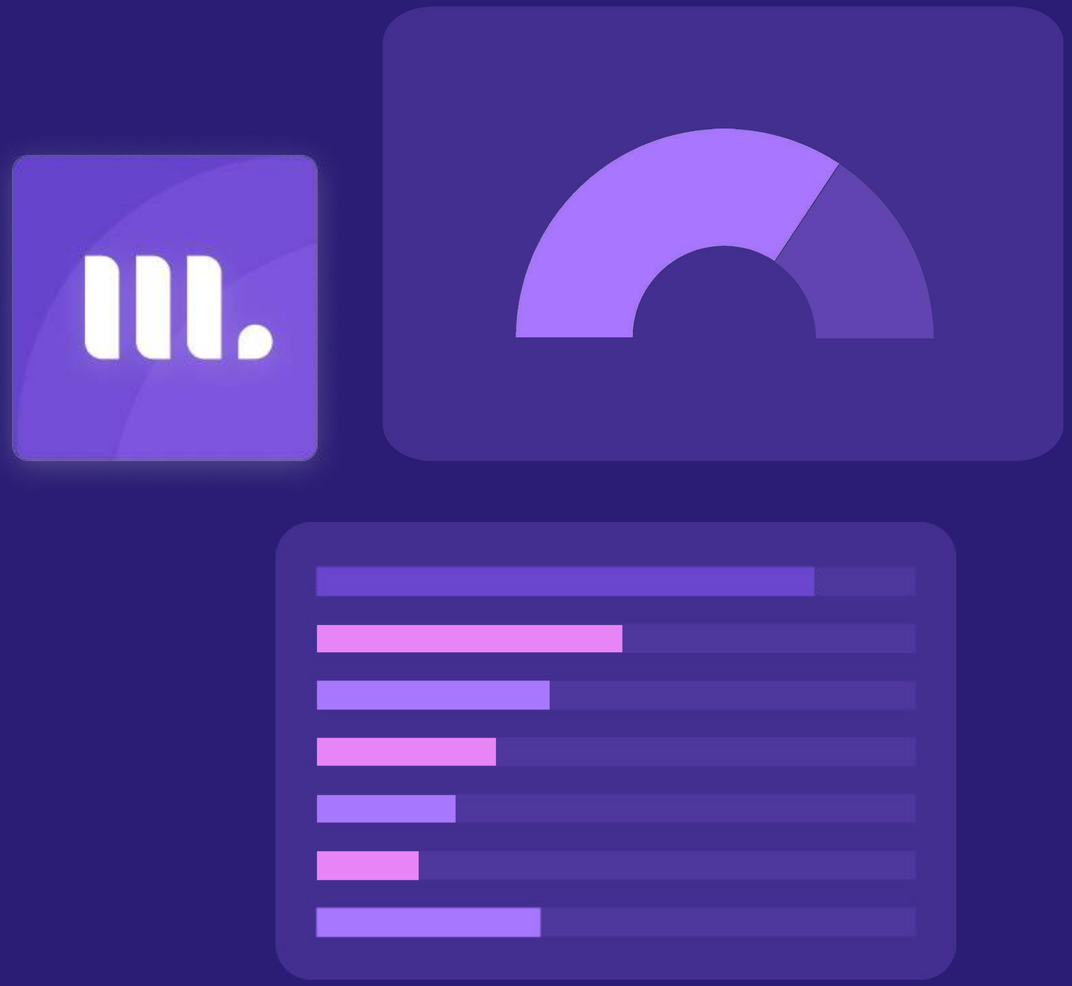
MLY- Evolving

MLY 2.0

July 8, 2024

Includes:

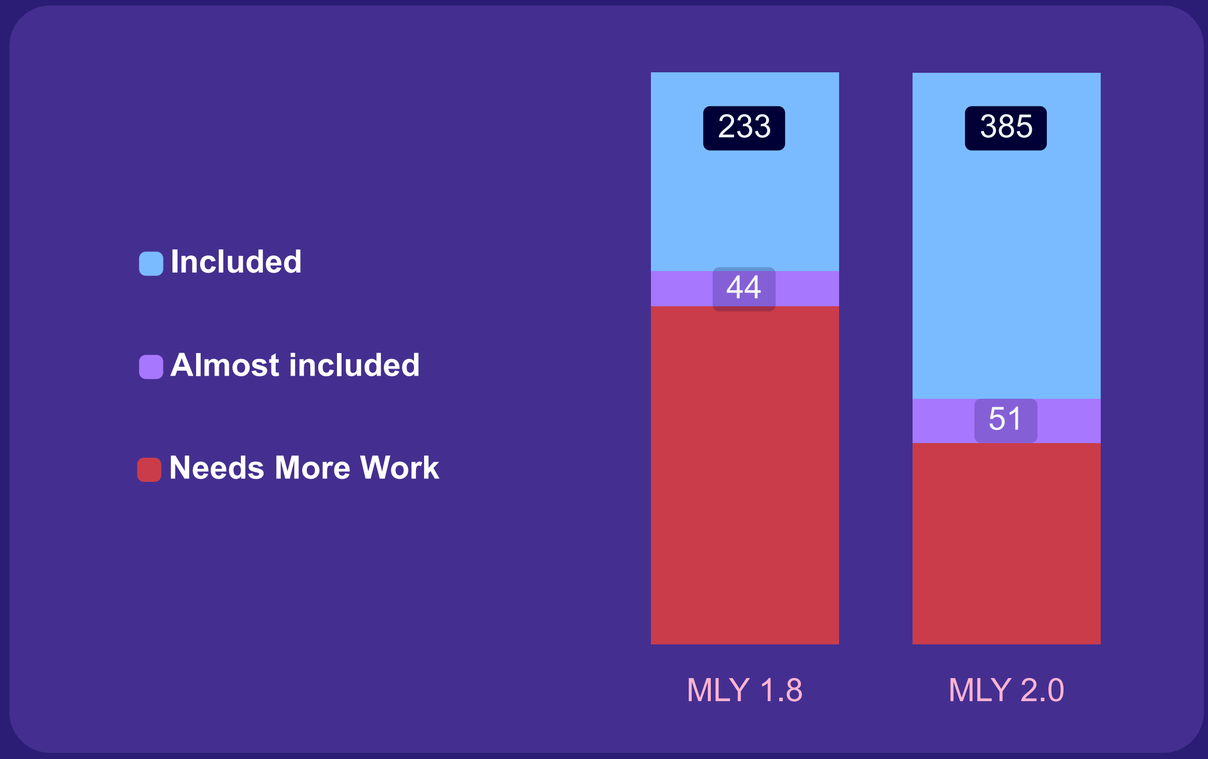
- SEI, ELI, EEI, Alerts model updates
- Filter out “poor comments”
- Standalone recommendation widget
- Demographic breakdown



EEI *Employee Experience Insights*

Snapshot: New topics

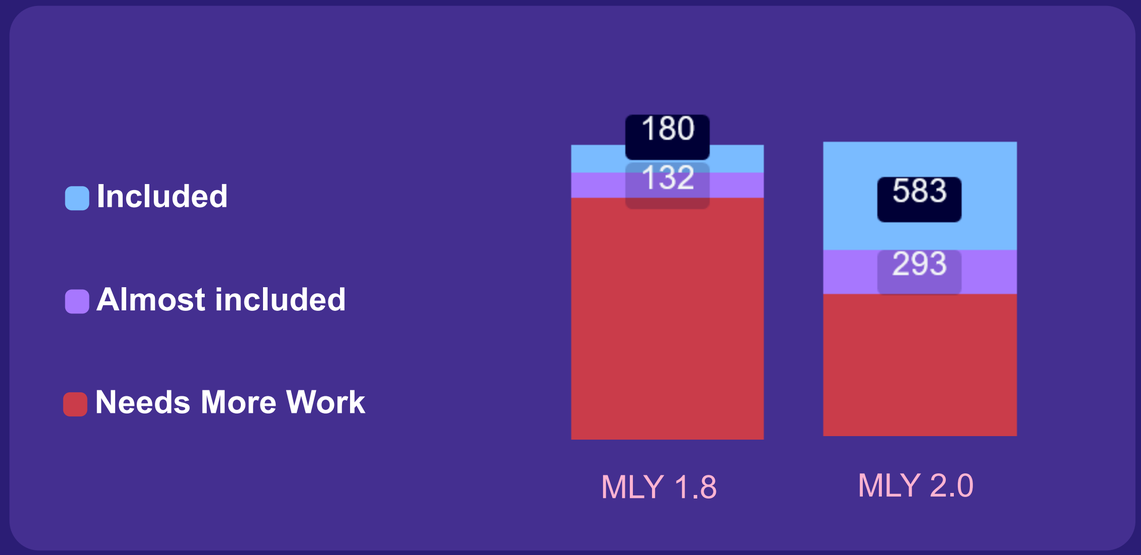
- Accountability / Responsibility
- Business Travel
- Camaraderie
- Compliance
- Employee Qualities
- Employer Brand
- Health / Wellness
- Learning / Growth Opportunity



SEI *Student Experience Insights*

Snapshot: New Topics

- Admissions / Enrollment
- Advice / Support Service
- Campus / Student Life
- Career Service
- Clubs / Societies
- Commute / Transportation
- Environmentalism / Sustainability
- Food / Dining Hall Service



MTM 9.1

June 3, 2024

- Supports advanced qualitative analysis in MTM via MLY (Dashboards and data explorer)
- More to come in 9.2

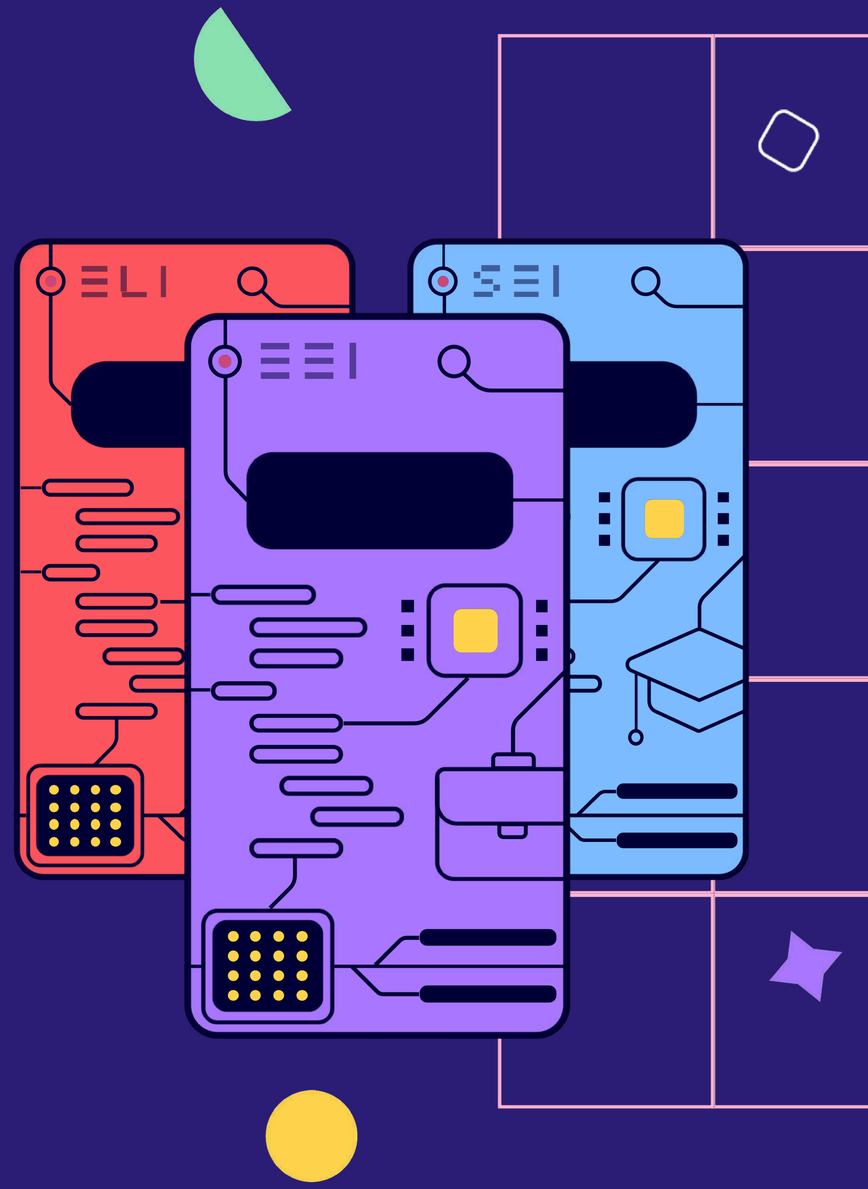
ELI: 100+ new topics in upcoming release

Coming Next

December of 2024

Includes:

- Enhanced SEI, ELI, EEI, Recommendation and Alerts models
- Standalone sentiment trend analysis widget
- Comparing results over time across all widgets
- Multi-lingual analysis module
- Comment translation service
- MLY notes feature
- API for continuous comment synchronization
- Productized data connectors (Blue, MTM, others …)



MLY: A Glimpse Into the Future

MLY: A Glimpse Into the Future

Model Evolution

Predictive Analytics

Redaction

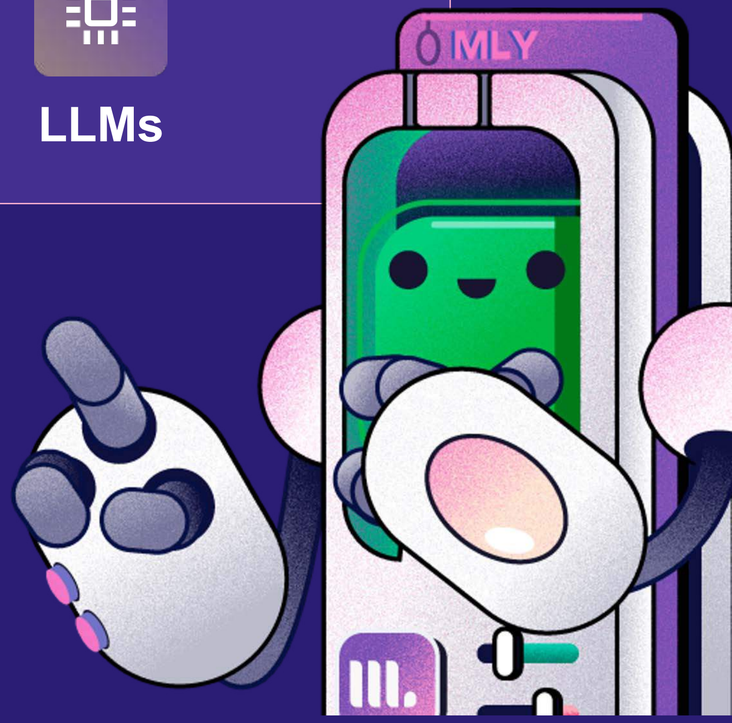
Alerts Categorization

Psychological Safety

LLMs

Mixed Methods Analytics

Feedback Literacy



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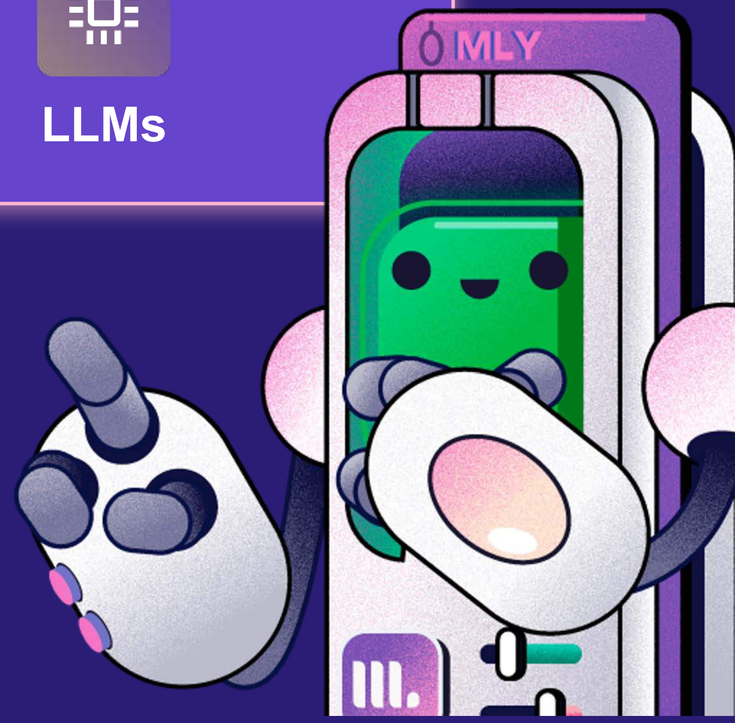
MLY: A Glimpse Into the Future

- Model Evolution
- Predictive Analytics
- Redaction
- Alerts Categorization
- Psychological Safety
- **LLMs**
- Mixed Methods Analytics
- Feedback Literacy



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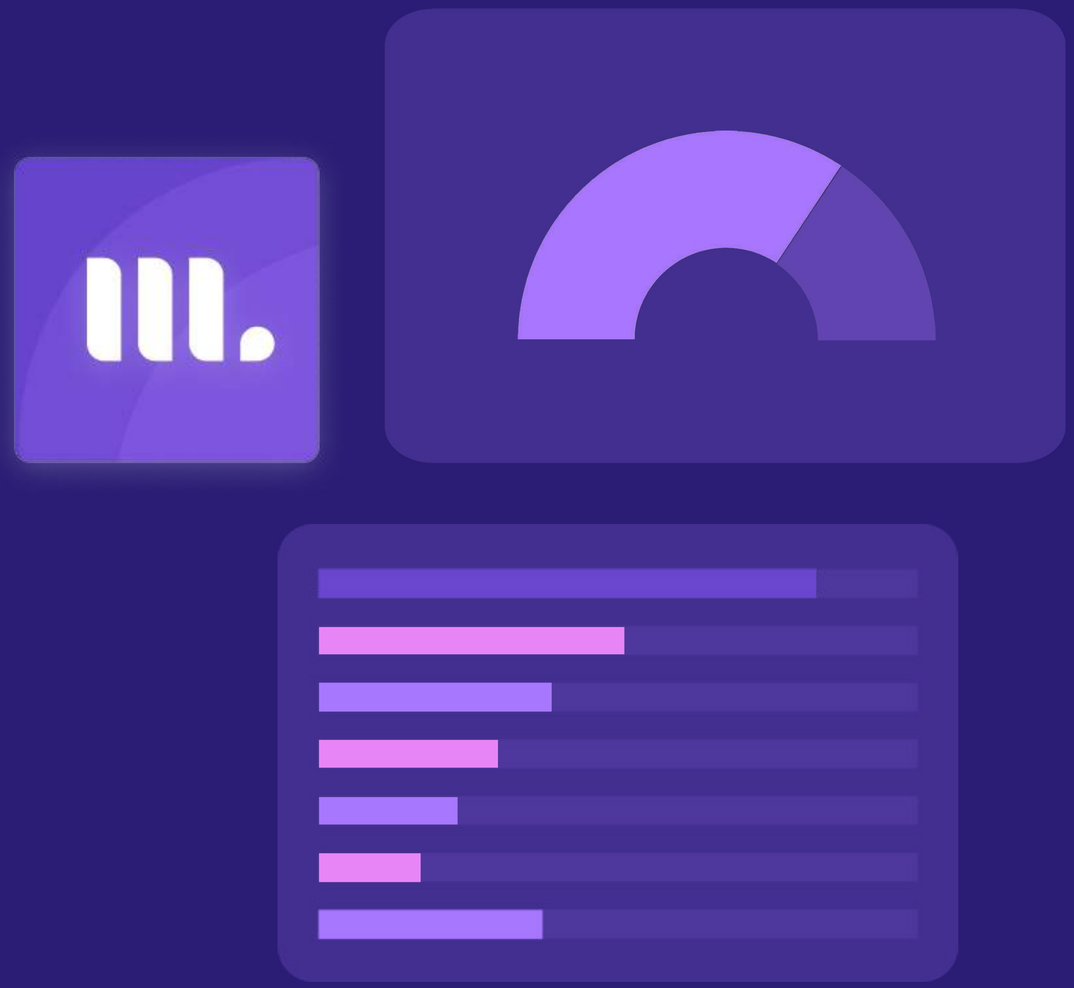
MLY LLM

December 2025

Augmented insights, via:

- Direct and inferred recommendations
- Explorance sourced recommendations
- Explorance knowledge base
- Explorance curated public knowledge base

Comment summary, action planning, and insights-based conversations.

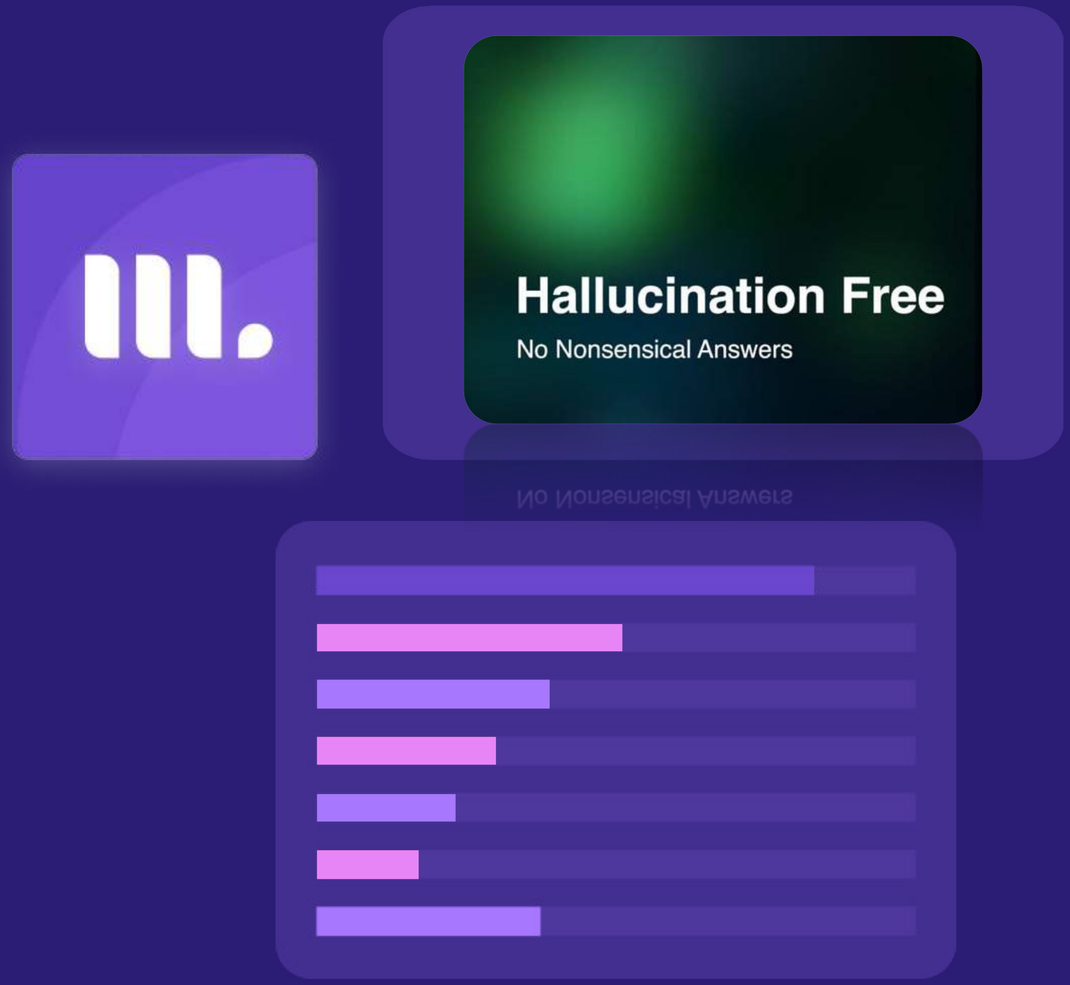


MLY LLM

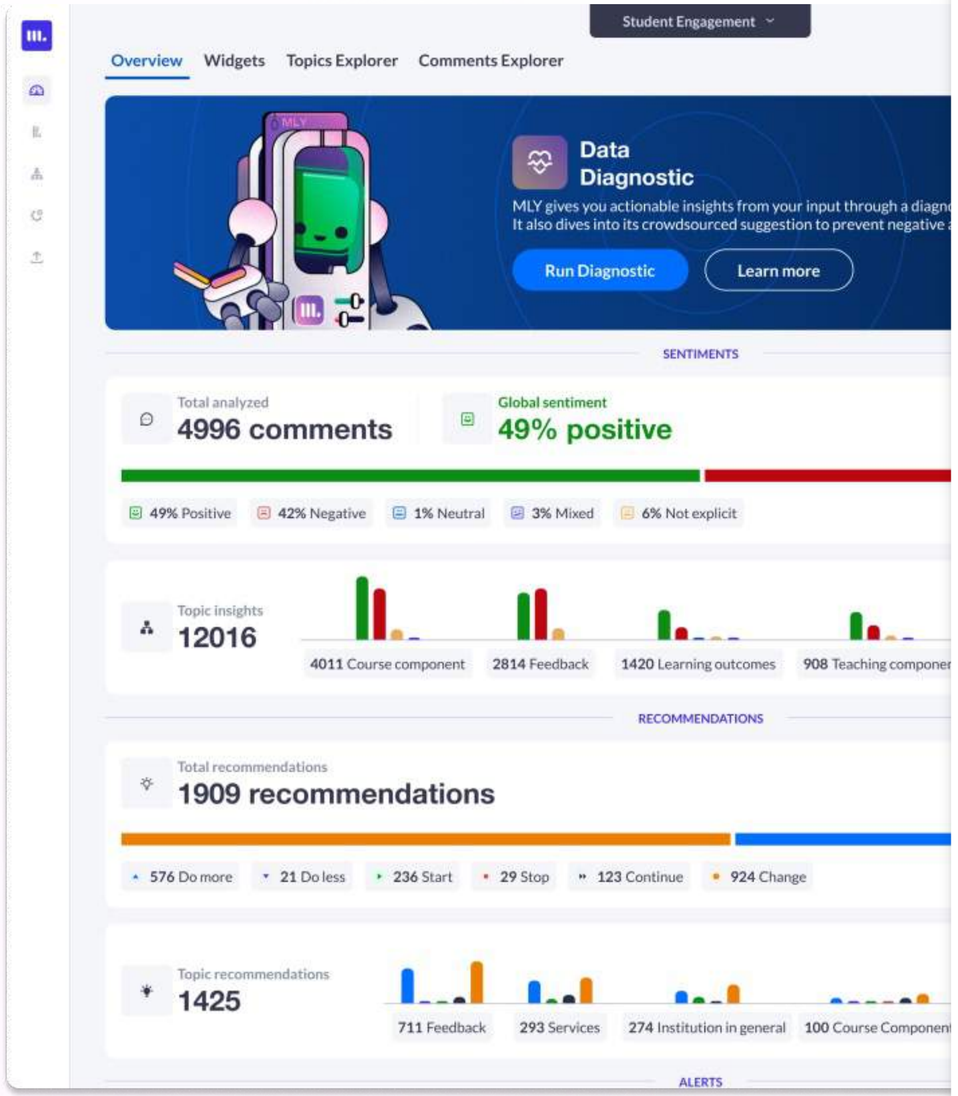
Approach

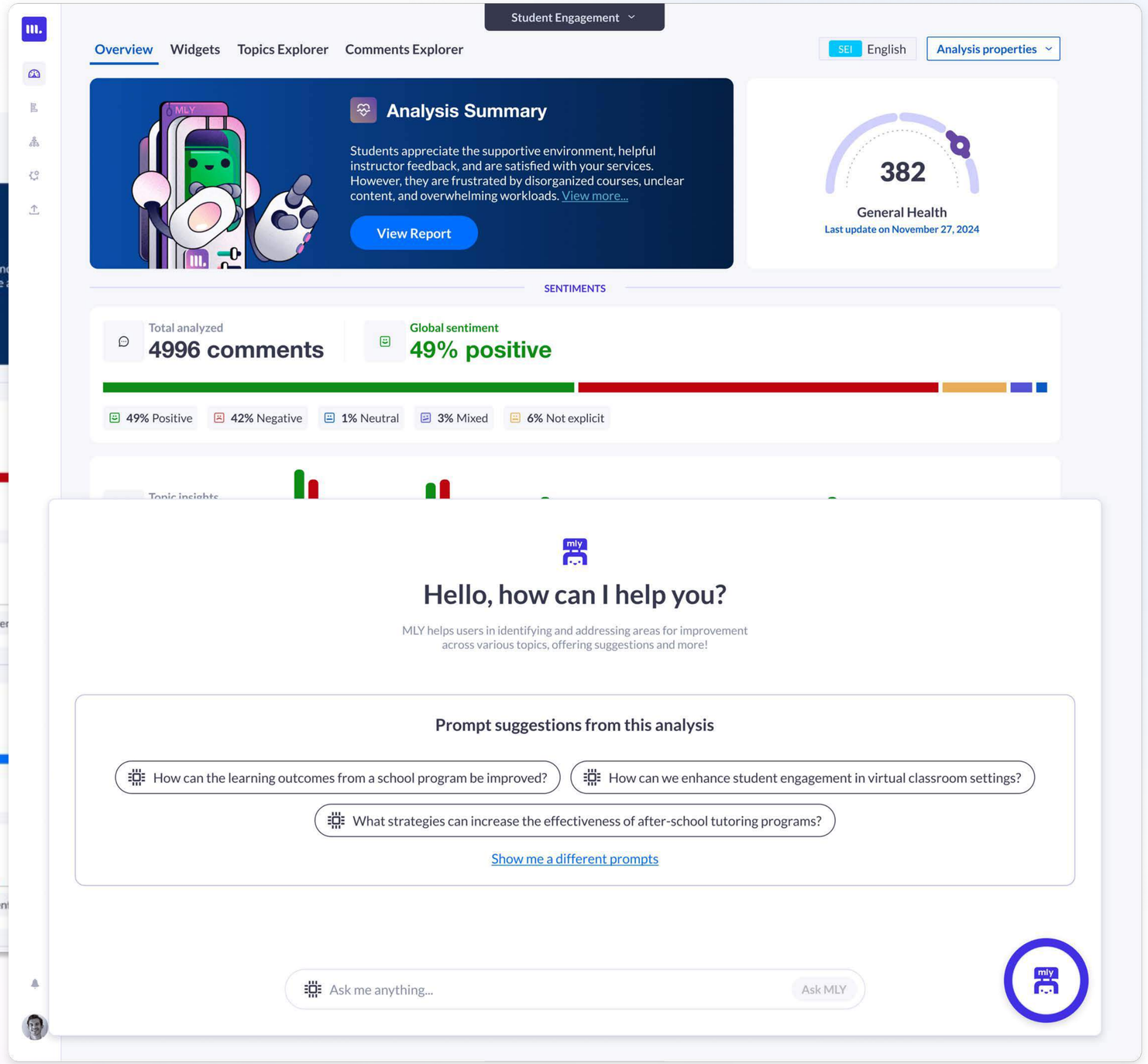
Quality matters, hence we:

- Use high-quality training data
- Define the purpose your AI model will serve
- Limit responses
- Test and refine the system continually
- Rely on human oversight



Leveraging LLMs in MLY





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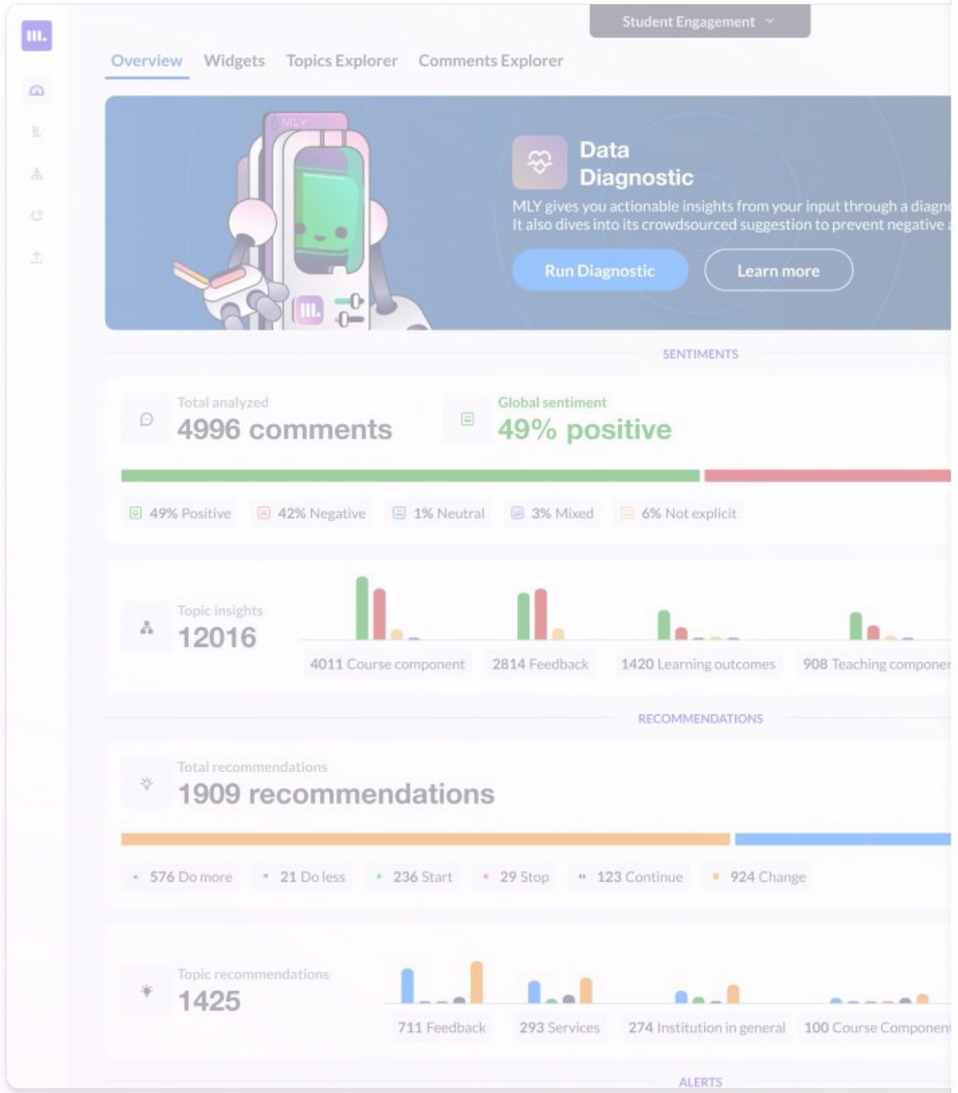

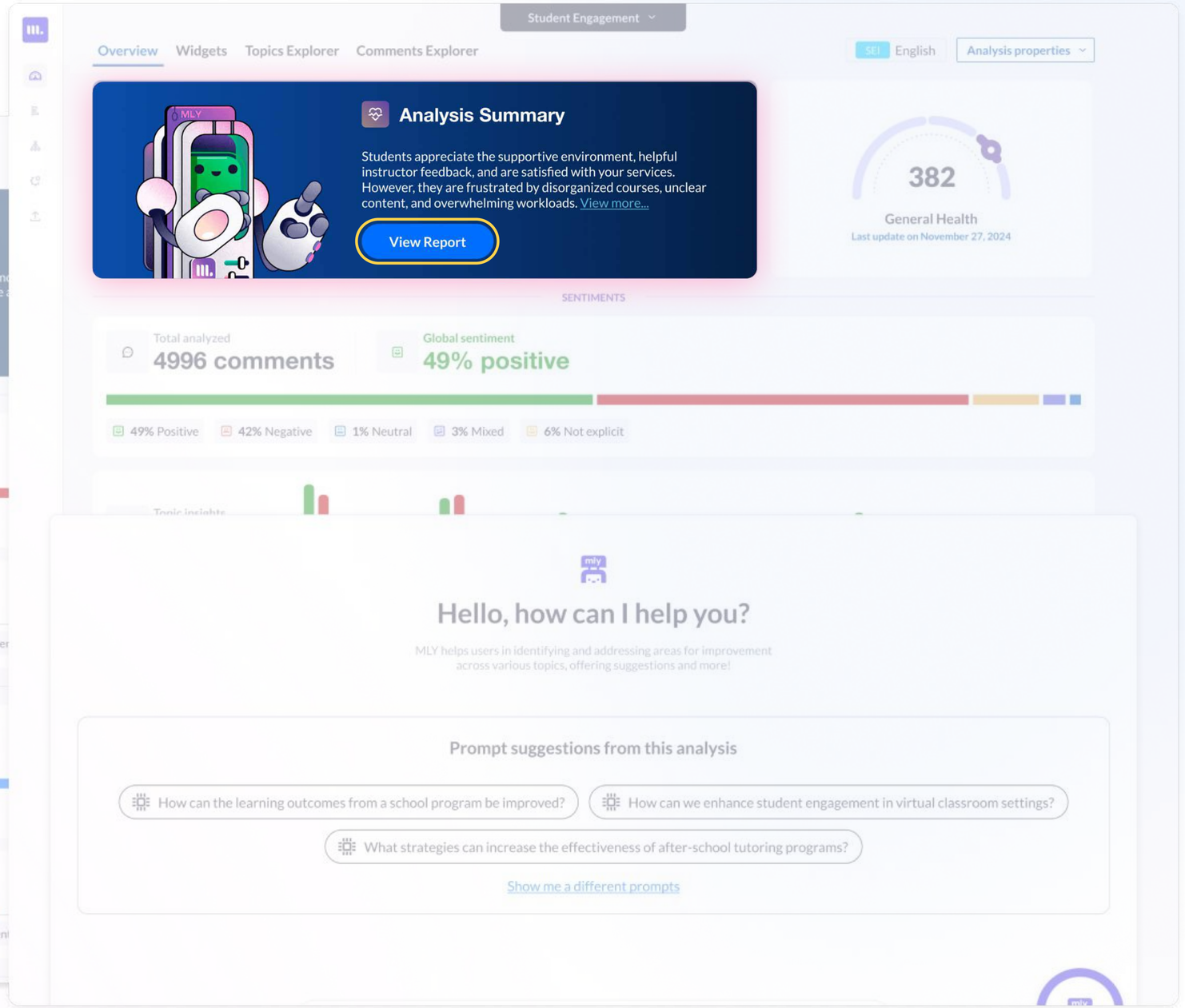

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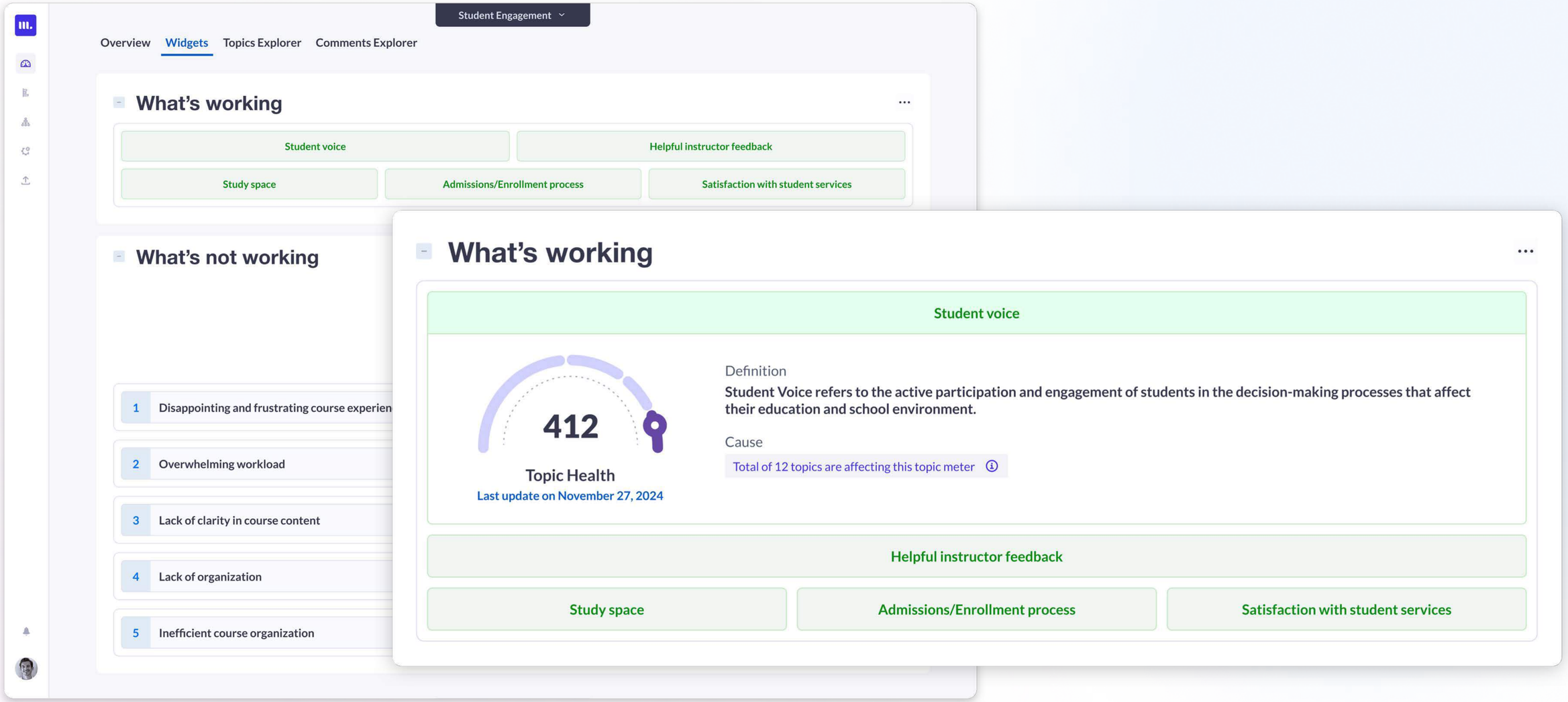

Leveraging LLMs in MLY

What's not working

MLY suggestions

1. Disappointing and frustrating course experience
2. Overwhelming workload
3. Lack of clarity in course content
4. Lack of organization
5. Inefficient course organization

What's not working

1 Disappointing and frustrating course experience — Collapse

147

Topic Health

Last update on November 27, 2024

Definition

A situation where a course or training program fails to meet the expectations and needs of students, resulting in frustration and dissatisfaction among them.

Cause

Total of 8 topics are affecting this topic meter

Recommendation

Conduct a comprehensive review of the course content, structure, and delivery methods to identify areas for improvement and implement changes to enhance the student experience. Provide regular and constructive feedback to students on their progress and performance, and ensure that rubrics and grading criteria are consistent and transparent.

Action Plan

- Conduct a comprehensive review of course content, structure, and delivery methods to identify areas for improvement
- Implement changes to enhance the student experience based on the review findings
- Provide regular and constructive feedback to students on their progress and performance
- Ensure that rubrics and grading criteria are consistent, transparent, and incorporate student feedback

Start Tracking

Leveraging LLMs in MLY

What's not working

1 Disappointing and frustrating course exp

Collapse

TOPICS (8)
Practical Learning
Group Work / Activities
Labs
Tutorial / Workshop
Feedback > General
Feedback > Quality
Feedback > Quantity
Feedback > Clarity

147

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Last update on November 27, 2024

Definit
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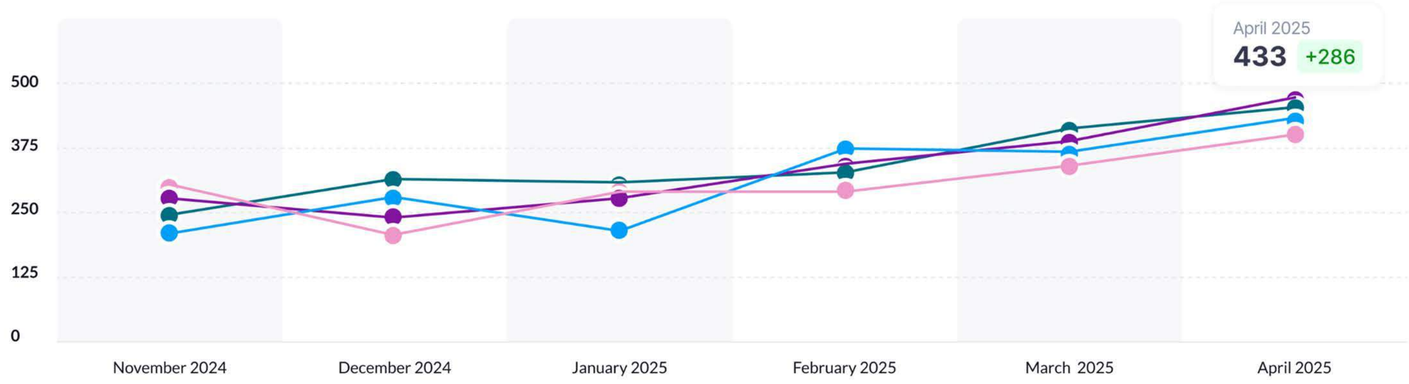
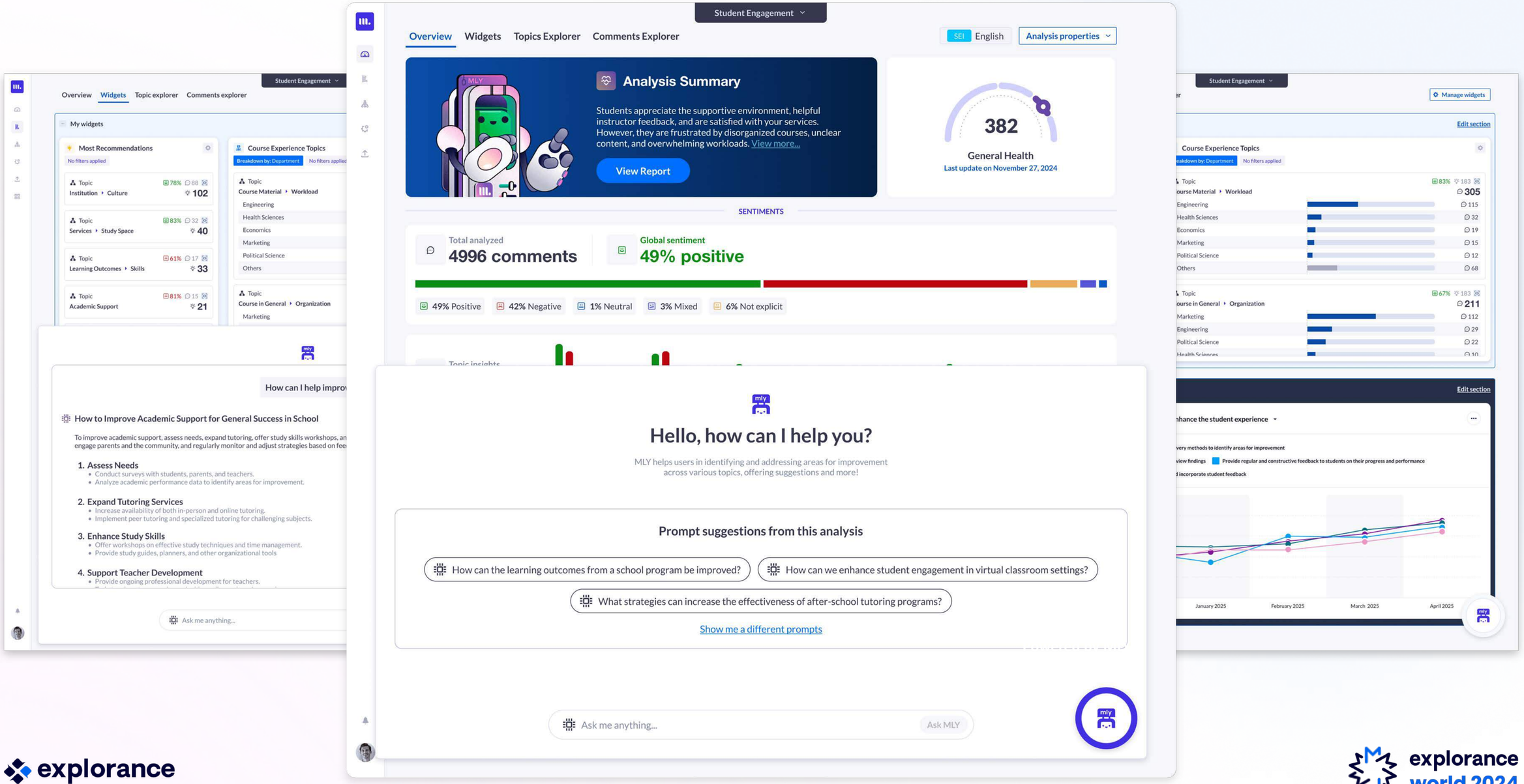
Topic Health Trend

Add to widgets page



Leveraging LLMs in MLY



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explorance world 2024

Now, imagine your future without me?

Thank you.