

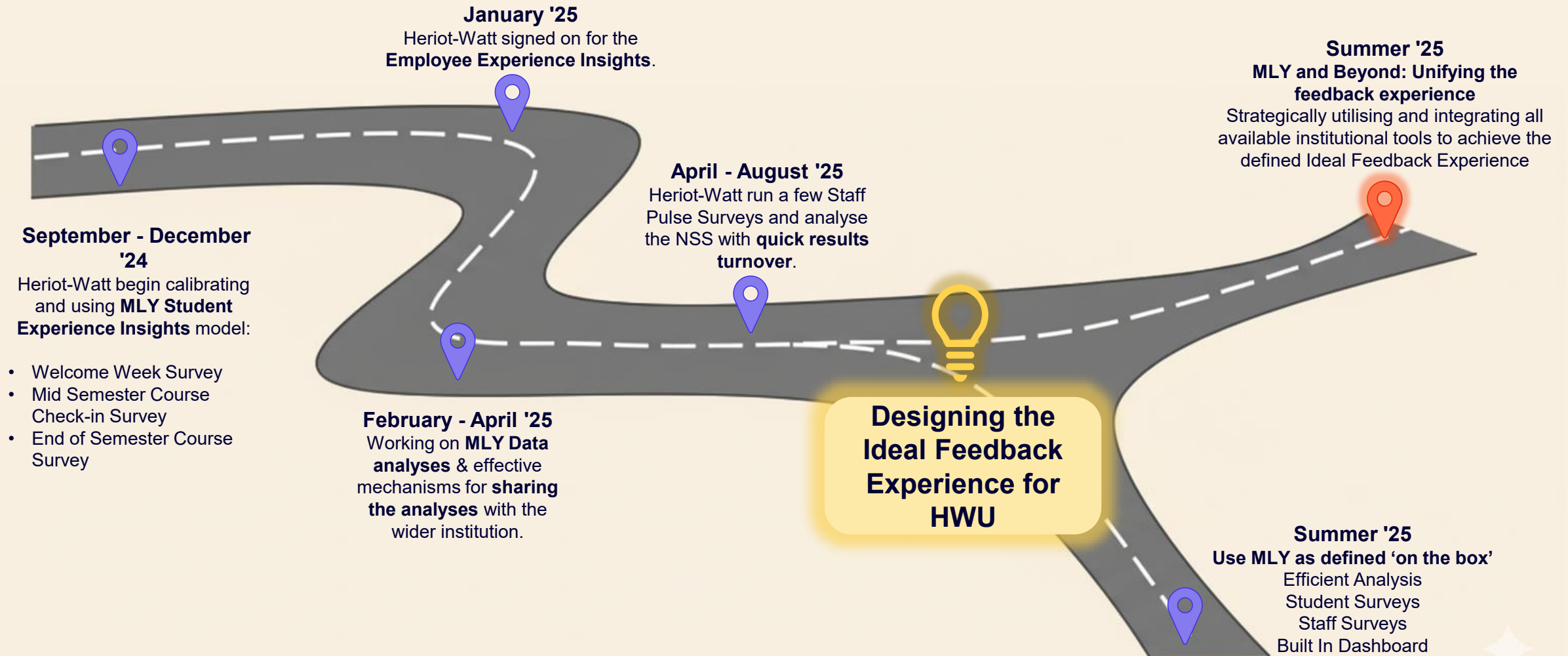
MLY and Beyond: Unifying the Feedback Experience

Heriot-Watt University is redefining how Explorance MLY supports institutional insight. MLY now anchors a unified feedback ecosystem.

The university has recently integrated MLY with Power BI to deliver a seamless, dynamic feedback experience.

Combining platforms is enhancing engagement, unlocking strategic value, and delivering meaningful impact.

Our Journey



Defining Our Ideal Feedback Experience

Actionable

- To provide actionable insights incl. recommendations, categorisations & alerts that are easy to understand and process



Evolutionary

- Constantly learning & evolving
- Foundation of many years of collated data from multiple HEIs
- Tailored to the HEI Sector



Optimised

- Quick & Efficient turnover of results
- Objective processing (reduction of human intervention)



Consistent

- Visualisations that align more readily with the HWU context
- Sense of familiarity to aid in adoption of the results reporting



Accessible

- Easily distributing results
- Tailored Access to results



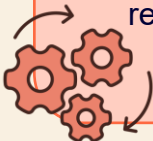
Transformational

- Building bespoke measures, models and visuals
- Linking Data Sources



Synergised

- Blending Quantitative and Qualitative results into a single reporting model



Holistic

- Cross Functional Reporting – adding the MLY outputs into different information dashboards



Enriching

- Trending our Free Text Data insights to establish change in themes & sentiment over time



Achieving Our Ideal Feedback Experience

Actionable

Evolutionary

Optimised

Synergised

Holistic

Enriching

Consistent

Accessible

Transformational

To put our free text processing requirements into perspective, we looked at approximations of a typical year of Student Survey free text processing:

Manual Processing Time

Student Surveys:

Early Experience Survey
PTES
NSS
PRES
Annual student Survey
Course Experience Surveys
Mid Semester Check Ins

Total Number of Comments: **48 093**

Total Minutes: **13 387**

Total Hours: **225**

MLY Processing Time

Total Number of Comments: **48 093**

Total Minutes: **270**

Total Hours: **4.5**

MLY Software has reduced the time required to process comments from 225 hours to just 4.5 hours. This represents a staggering 98% reduction in processing time, allowing us to allocate resources more efficiently and focus on higher-value tasks.

98% Reduction in processing time

Using the same logic to establish processing times for our Staff Health & Wellbeing Pulse Survey comments processing:

Staff Survey:

Health & Wellbeing Pulse
Survey

Total Number of Comments: **2 093**

Total Minutes: **523**

Total Hours: **8.7**

Total Number of Comments: **2 093**

Total Minutes: **30**

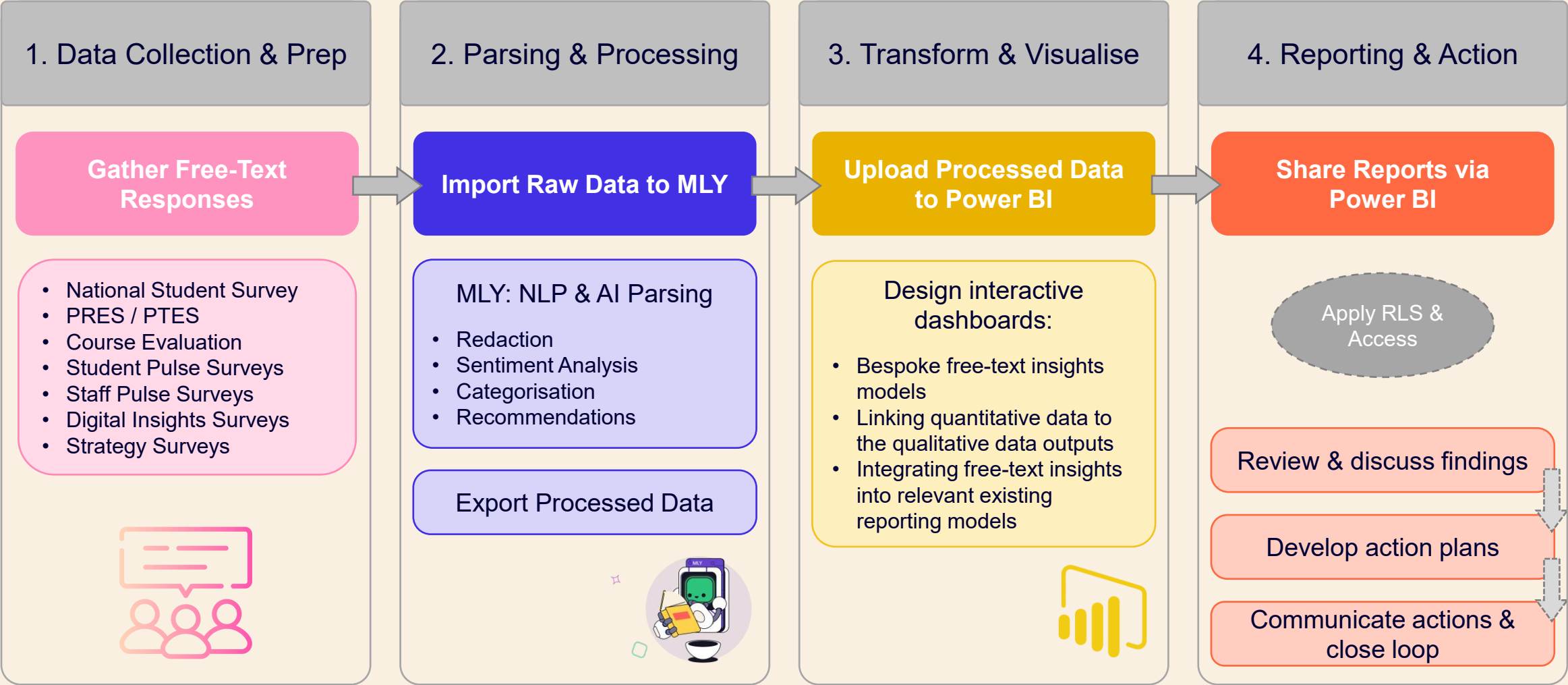
Total Hours: **0.5**

94% Reduction in processing time

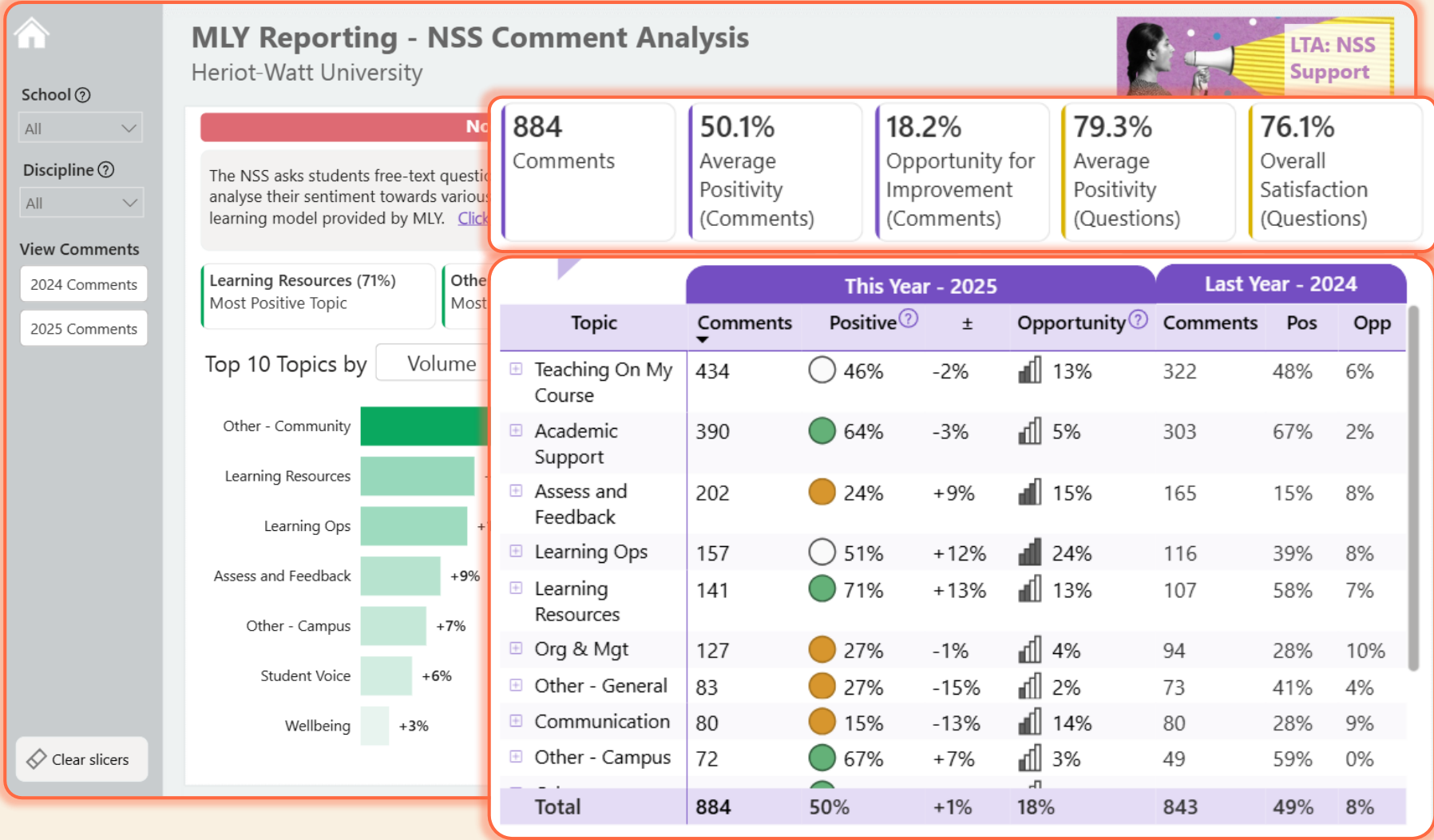


By using MLY to process the free text responses from our Staff Health & Wellbeing Pulse Survey, we saved approximately 8 hours of manual analysis time. This allowed us to deliver the insights far more quickly, supporting our ability to provide rapid feedback to the institution.

Mechanising Our Ideal Feedback Experience



The Heriot-Watt Feedback Experience: National Student Survey Results Reporting

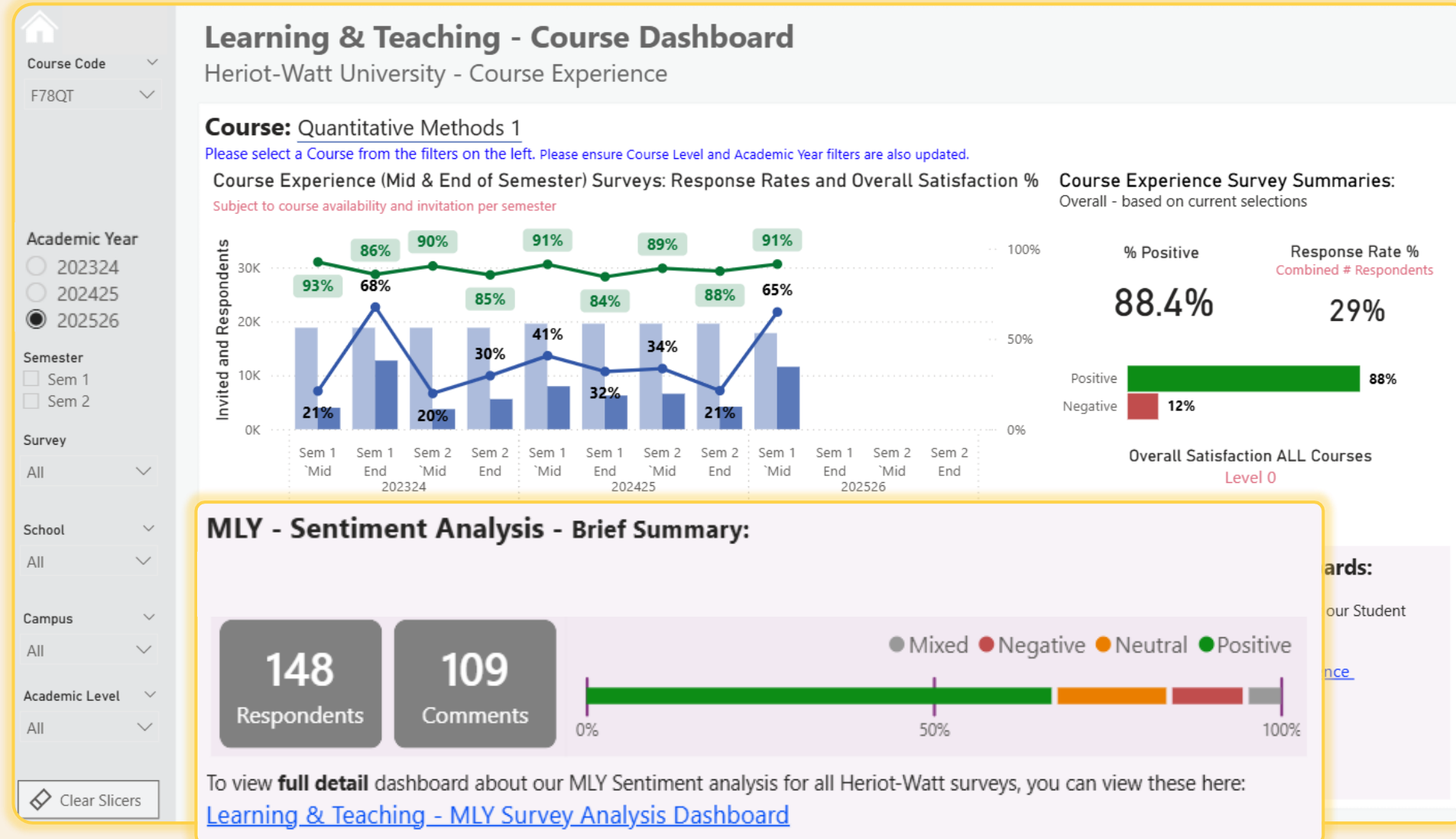


The Heriot-Watt Feedback Experience: Cross-Functional Reporting

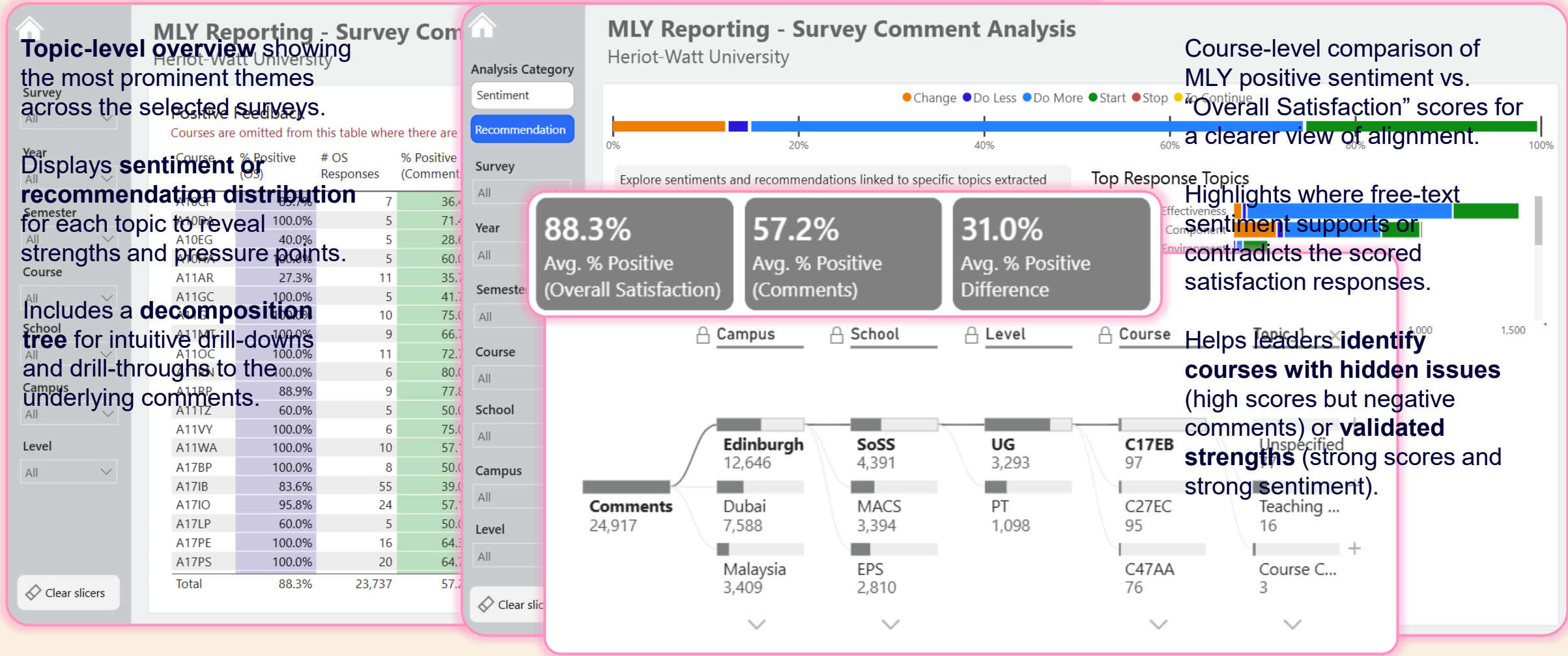
Course Dashboard –
The go-to dashboard for course leaders. Bolstered by combining survey results and free-text analysis.

Embedding MLY Analysis into various informational dashboards.

- "Hot off the Press"
- Top-level Brief Summary of qualitative analysis
- Links to full detail dashboards Embedding MLY Analysis into various informational dashboards.



The Heriot-Watt Feedback Experience: Synergised Reporting



The Heriot-Watt Feedback Experience: Employee Engagement Insights

Staff Pulse Survey Model:

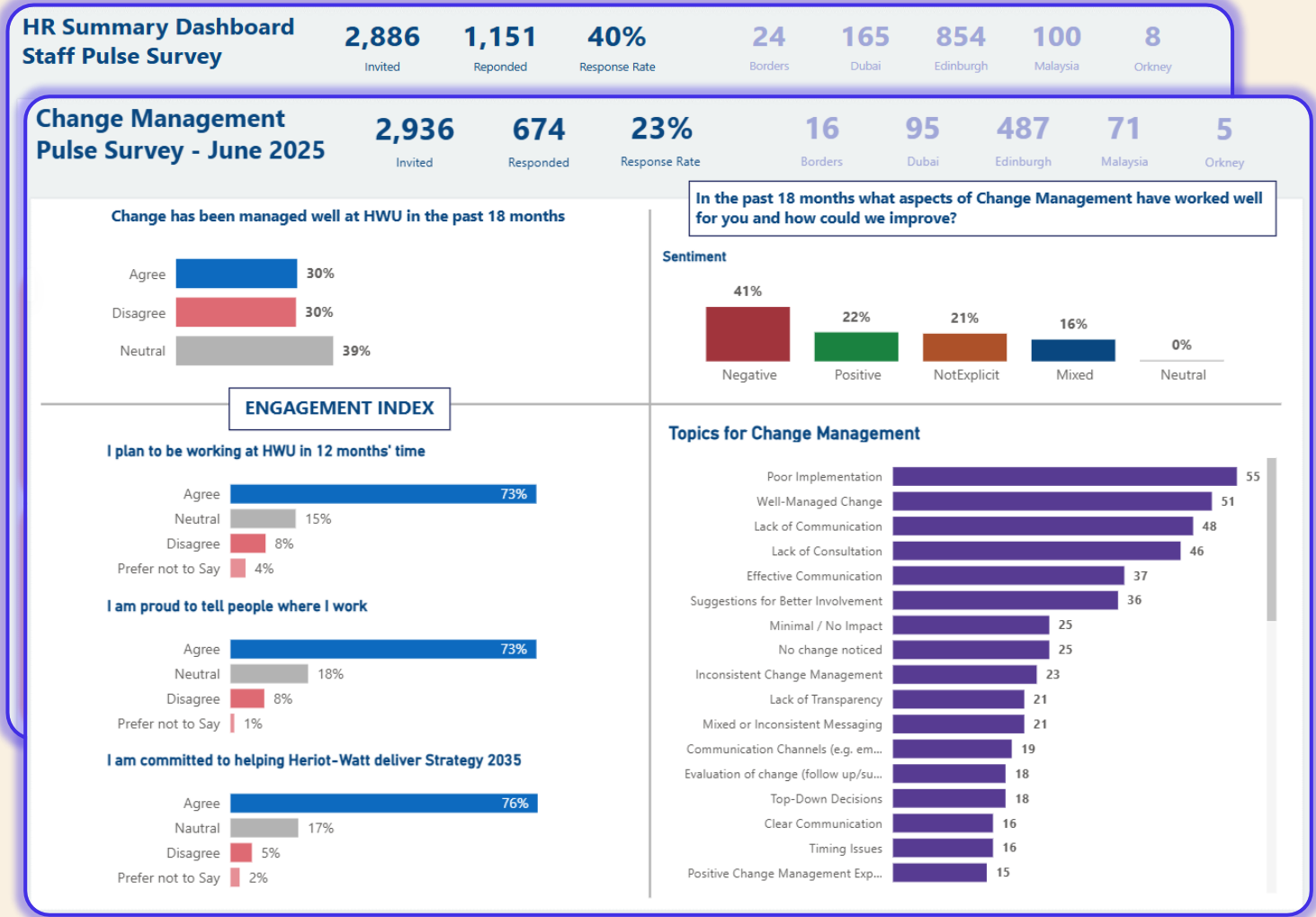
April – July ‘25 Heriot-Watt released a series of pulse surveys to gather feedback around Health & Wellbeing, Change Management & Communications:

Integrating the power of MLY with Power BI reporting capabilities allowed us to provide leaders, across the institution, with a holistic view of all survey information including;

- Staff Engagement Scores,
- Quantitative Metrics
- Sentiment Analysis
- Topic categorisation.



Implemented **row-level security** to ensure appropriate data access
Provided **dashboard access to leaders across all five campuses**, tailored to their respective areas of responsibility



The Heriot-Watt Feedback Experience Impact

"I have found the NSS Comments Analysis Dashboard to be so incredibly informative, easy to use and a place to revisit repeatedly. The highly visual presentation of data makes information much more accessible than the previous spreadsheets, much easier for me to identify core themes when highlighting areas of positive practice and areas for enhancement in presentations to committees. This accessibility has enhanced our survey processes, enabling analyses and actions to be identified and presented much sooner than previously. We've also used the dashboard very effectively in School-based meetings to supplement the survey data. The dashboard has meant that the now have the same weight and value as the survey data."

"I found the Power BI model for data analysis to be very useful. It was an easy way to see overall data as well as team-specific data."

"The dashboard was very well received here in [dept] and allowed me to quickly respond to the results in both the all staff meeting the next week, and then my management group meeting shortly after. The points raised are not easily fixed, but at the least staff were able to get an update from me on how we will seek to address what the survey is telling us."

"So I have used and promoted the dashboard to all the schools in the sessions we had on enhancing the student experience. I think it is a very powerful tool able to extract quantitative data from free-form comments. And this is where I think we get a much richer appreciation of student feedback. I would be keen to know how much the dashboard is used and somehow, I would like to see if we can integrate it with the feedback we get from our own course surveys – so we can target our efforts at a course level.....but overall very impressive dashboard!"

"The speed of the open comments analysis was fantastic. Previously, open comments have been issued with some generic top-level themes, but this was a step change improvement. Now my comments have been pre-sentiment themed, and that helped guide my conversations with my team..."



Next Steps

- **Embedding the unified experience**

We are firm believers in achieving the holistic and ideal experience. We aim to make this fundamental and the work needed is just beginning.

- **Feeding Action plans**

This will drive positive change and play a major role in achieving our long-term strategies.

- **Expanding**

Our suite of information and knowledge is expanding. We are going to effectively use all the tools and skills at our disposal in conjunction.

- **Consistent maintenance**

The process for achieving the Ideal is still relatively new and a constant work in progress. New surveys are always coming in and are evolving. We will adapt too.

Thankyou!

