

## Using OCR to Tally Survey Responses

### Challenge and Opportunity

A Keiter Technologies client conducted a survey and received several thousand responses, primarily by mail. They needed a direct way to extract the text from the PDFs in a timely manner.

### Approach:

- Use an already trained Optical Character Recognition (OCR) model to read the PDF text.
- Identify a pattern that allows the OCR model to recognize hand checked boxes.
- Sort the PDFs into directories based on predictions and review for discrepancies.

### Results

Using the OCR model saved many hours of manual data entry. The PDF sorting also made it easier to do any recounts that may be requested or needed.

50+

**Clients Served\***

20+

**Data Services Offered**

185%

**Average ROI**  
Based on 2 years of cost decrease or revenue increase over consulting fees \*

*(excluding internal implementation cost)*