

Best Value from Online Market Research

surveySwift

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Are you getting best value from your market research?

- Do you always reach the right people?
- Can you produce attractive, efficient questionnaires that are easy to build
- Do you obtain results quickly before they become out-of-date?
- Is the process totally under your control?
- Can you reduce your costs?



Are you making best use of your customer database?

- Obtain customer perceptions of products, services and support
- Test out new ideas for products and services
- Get feedback on alternative advertising and PR before committing to expenditure
- Generate and monitor performance indicators
- Sell access to your customers, with their prior permission.



Are you engaging with visitors to your website?

- Who they are
- Where they live
- What they are looking for
- What further help they may need
- Why they may not have completed a purchase
- What they think of the website
- Invite visitors to join your online panel



Give us the opportunity to...

- Understand your needs and objectives
- Explore the feasibility of integrating online surveys into your research strategy
- Demonstrate our online survey tool, **surveySwift**
- Describe the support services we can offer you
- Tell you about our extensive range of verified email lists
- Make a proposal

surveySwift

A selection of pan-European users of **surveySwift** and **Automate Survey**, developed by our French partners

Dior

KPMG



T-Online

L'ORÉAL

c-mescourses.com

onmedica.net

Auchan



Portsmouth Business School

ADHESION

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www.aposition.com



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McCann-Erickson WorldGroup



Ashford Chamber of Commerce,
Industry & Enterprise

The PEXX ORGANISATION



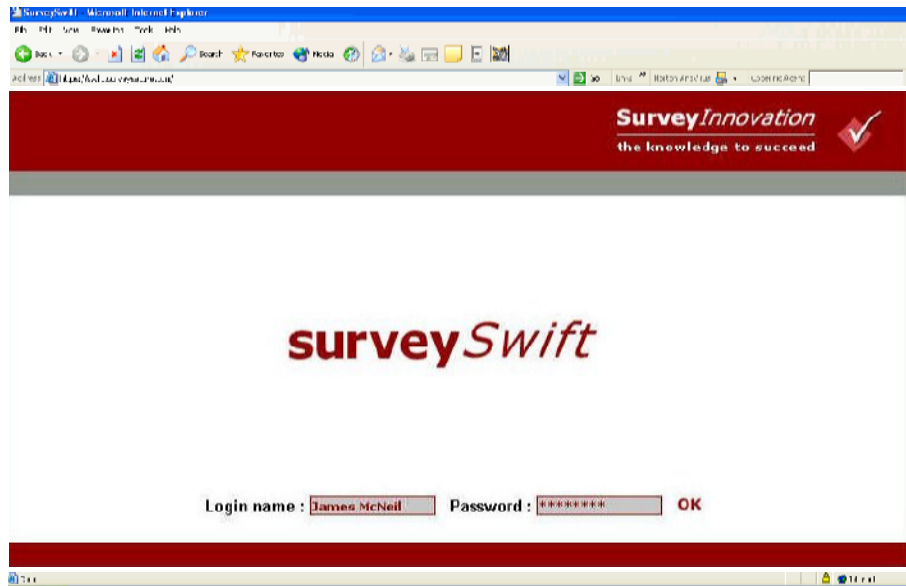
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surveySwift

Functional and Technical Description



surveySwift enables you to produce online or call-centre surveys in a few easy clicks. It is accessed through a standard Internet browser. No particular technical knowledge or investment in IT is required to obtain real-time reports from your surveys or import the results into your own analysis tools. Integrate the entire online survey value chain into one or more hosted platforms with this modular suite.

surveySwift comprises the following modules:



Collaborative administration incorporating workgroups and knowledge sharing



Project and panel management



Incentives



CATI



PanelPortal

surveySwift employs wide-ranging methodologies, using the latest technical and graphical functionality to allow you to produce and distribute your questionnaires online. Includes many innovative features and is easy to use.

✔ Questionnaire

- All types of open and closed questions (single answers, multiple choice, ranking, matrix, numerical and text)
- Progress bar
- Random presentation of question responses
- Questions may be compulsory or optional
- Filters and loops
- Answers carried over (including open fields) from one question to another
- Choice of language
- Platform supports all characters
- Test the questionnaire in real-time
- Specify quotas
- Control constraints
- Personalise questionnaire and emails:
 - ~ by page
 - ~ by inserting visuals and clips
 - apply customers' themes or use theme bank
 - customise texts (fonts, style, size colours, etc.)
 - headers and footers
 - incorporate pictures, clips and text, add multimedia items to questionnaires or display pop-ups

✔ Questionnaire distribution methods

- Email invitation (with automatic invitation and reminder) from panel, or email list, with personalised details
- Choice of language for emails
- Access from web/extranet/intranet site
- Survey with entry and exit pop-up (re-sizable pop-up)
- CATI (computer aided telephone interviewing, ideal for call centres)
- Respondent anonymity option

✔ Real-time reporting and export

- Choice of language
- Real-time reporting
- Simple sort and cross sorts
- Daily or weekly evolution of responses
- Answers by quotas and filters
- Average response times
- Pre-code searches within open questions
- Reporting by respondent (response time, date, time spent, result, integration of external variables)
- Export results, raw data or formatted (Excel MS Office, SPSS, ASCII, SPHINX)
- Cross sorting of data

✔ Respondent control

- Access to questionnaire from any browser
- If interrupted, resumes with the last question answered
- Language pre-selection
- SSL key
- Secure respondent authentication

Functional and technical description



System Administration and User Management Module

1. Administration area

- Multi-panel platform
- Collaboration and work groups
- Define rights, by group and by user, to the:
 - questionnaires
 - emails
 - panels and samples
 - opinion polls, survey, operations
- Classification of users by role: administrator, manager, and user
- Create access panel
- Create CATI operators and define their work groups
- Share information between groups within the same entity (questionnaires, panels, operations)

2. Supervision area

- Access reserved for administrators
- Global view of statistics of groups and subgroups
- Statistics about the numbers of questionnaires and responses
- Statistics by survey:
 - by distribution method
 - future dated surveys
 - surveys in progress
 - completed surveys
- Balance of questionnaires available to group and users

3. Survey validation

- Accessible to administrators and managers
- Full information on survey status:
 - future dated surveys
 - surveys in progress
 - completed surveys
- Validation of each survey:
 - questionnaire, by content and construction
 - invitation email personalisation
 - sample (as part of panel management)



Panel Management Module

- Create access panel
- Define panel qualification criteria
- Add, edit, delete criteria
- No restriction on number of qualification criteria
- Define fields for creating samples
- Choice of access panel (CAWI/CATI/EMAIL)
- For CATI panels, define fields available to CATI operators

- Insert panellists:
 - singly
 - by list of panellist
 - control constraints
- Update panellists
 - singly
 - by list
- Supervision of access panel
 - number of registrations
 - un-register request
 - global panel statistics
 - statistics by panellist
 - average response time per panellist
- Panel management when using platform
 - define sample on access panel
 - define survey mode: CATI or CAWI
 - quota management



Incentive Module

- Management of gifts with integrated point system
- Manage points awarded by surveys completed
- Incorporation of a boutique or gift shop
- Real-time transaction log, weekly and monthly:
 - by survey
 - by gift
 - by geographical area
 - globally
- Choice of language module for international panels
- Sponsor management (recommend a friend)



CATI Module

- Create CATI operators and define work groups
- Synchronise calls
- Call filter on CATI panel
- Real time reporting globally by survey and by operator (number of calls by type of call, average time per questionnaire, effective working time)
- Display of respondent's profile and questionnaire on the same screen
- Real-time call qualification (busy, answerphone, call back, etc.)



PanelPortal Module

- Recruit and run an access panel through a portal
- Modular functionality depending on customer requirements
- Choice of language versions for PanelPortal
- Login and password for each panellist
- Panellist private area:
 - registrations
 - spontaneous re-qualification or on request when logging on
 - panellist request for temporary suspension
 - automatic de-registration
 - qualification data via the portal is managed within surveySwift
- Record of gift and points accrued (option within the incentive module)
- Communicate with panellist via email
- Integrate on-line polls (option)