

Survey Software and Services

The complete survey solution



Since Snap Surveys started in 1981 we have become a leading survey software and research services company. There are currently over 30,000 people from many different private and public sector organizations around the world using our software and services.

Research is changing

A few years ago market research was carried out by research agencies or in-house experts. Many smaller organizations commissioned little or no research at all.

Today we know that more surveys than ever are being carried out, and not just by research agencies or in-house research teams. Survey tools are available to anyone who wants to find out more about their customers, clients and employees.

The changing shape of communications and the way information is received and processed brings many new challenges: connecting with media savvy audiences and Web 2.0, engaging disparate communities, combining ecommerce data with research, but all bring new opportunities too.

Snap's Survey Software and research services continue to evolve – anticipating the changing needs of our customers and the markets they operate in.



Survey Software • SurveyShop research services • Training

Email sales@snapsurveys.com

Call 603 610 8700

www.snapsurveys.com

	Paper	Web	Mobile*	Phone
Validation				
Apply quotas		✓		✓
Force question to be answered		✓	✓	✓
Use of patterns to validate open-ended questions		✓	✓	✓
Check values within open-ended questions		✓	✓	✓
Respondents				
Send individualized email invites and reminders		✓		
Automatic scheduling of email invites and reminders		✓		
Seed responses from a database	✓	✓		✓
Save partial responses on server		✓		✓
Results and analysis				
2D and 3D charts and cross-tabulation	✓	✓	✓	✓
Customise table and chart layout	✓	✓	✓	✓
Filters, weights and scores	✓	✓	✓	✓
Results projected onto maps	✓	✓	✓	✓
Derived variables, sample weighting and statistical analysis	✓	✓	✓	✓
Lists of comments	✓	✓	✓	✓
Excel, MS Access and SQL database access and update	✓	✓	✓	✓
Publishing results viewable with Snap e-Results viewer	✓	✓	✓	✓
Provide individual client and stakeholder logins and access to specified surveys		✓		
View real-time interview progress and build real-time tables and charts		✓		
Results as HTML, Office, SPSS, Triple-S	✓	✓	✓	✓
Import data from Excel spreadsheet, MS Access database or SQL databases	✓	✓	✓	✓
Import survey results from other surveys	✓	✓	✓	✓

*PDA, Kiosk, Tablet PC and Mobile Phone

Snap Survey Software

A single software solution supporting all survey modes, in any language for all market sectors.

Snap Survey Software is a powerful, intuitive survey system for questionnaire design, publishing, data collection and analysis supporting all survey modes (Web, E-mail, Paper, Scanning, Kiosk, Phone, PDA, Tablet PC) in any language (e.g. European, Asian, Far Eastern, etc).

Snap provides software solutions for all market sectors, including: Education, Healthcare, Government, Non-profit, Market Research and Corporate sectors.

Snap's extensive library of questions and styles helps you to set-up surveys quickly and includes the ability to generate your own in-house style templates and question libraries for custom solutions with unique formatting and content.

Advanced data management capabilities provide Excel, MS Access or SQL database connectivity allowing Snap to integrate directly with your CRM, LMS, HR or other administrative systems.

Snap has robust analysis capability to manage your results as tables (cross-tabs, frequencies, grids), charts (2D & 3D) and reports including both descriptive & multivariate statistics. Export your survey results in a variety of formats including SPSS, MS Office (Word, Excel, PowerPoint, Access, etc), PDF, HTML, SQL, and Triple-S XML.



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Snap survey solutions are tailored to meet your survey research needs...

Online Surveys

Snap's web survey software solution offers the seamless integration of advanced survey design functionality with panel management, robust database integration and sophisticated analysis. And with Snap you have the option of hosting your online surveys on either your web server or Snap's. Features include: automated email invites & reminders; logins for added security; pre-seeded responses from a database; quota controls; email alerts (triggers); sophisticated routing; piping; randomized questions & codes; ranking; save and resume; images, movies & sound clips; visual analogue scales and image mapping; online analysis with real-time updates; and much more. Snap's online survey solution also incorporates complete support for email and paper surveys as well (scanning optional). **Software Pricing starts at \$1,995 for a single developer license with optional yearly Hosting Subscriptions beginning at \$395/yr.**

Paper Surveys

Leveraging the same advanced survey design, database integration and sophisticated analysis engine of Snap's Online Survey offering, Snap's paper solution supports single and multi-column paper surveys printed on any size paper in either landscape or portrait mode. Survey design includes complete rich text formatting capability with full color and image support. Response data may be captured via keyed data entry with Snap's built-in keyboard data entry module or scanned in using our optional OMR / OCR / ICR Scanning module*. The scanning software will recognize not only check boxes, but also preprinted and hand written text. **Pricing starts at \$1,145 for a single developer license.**

Mobile Surveys

A flexible fieldwork solution with complete support for offline surveys in the field using Windows Mobile PDA's, Tablet PC's, Laptops or Kiosks*. All of the interviewing ease of use and power of online surveys available to you in offline mode as well. Data from completed questionnaires returned from the field via email or file from each interviewing device for combined analysis. **Pricing starts at \$1,095 for a 5-device license**.**

Phone Surveys

Use Snap's Network Interviewing software for centralized supervision over a network of quota controlled telephone interviewing workstations. Centralized data capture enables real-time reporting of survey data along with interviewer statistics. **Pricing starts at \$2,370**.**

*Hardware not included.

**Survey developer license also required (Online or Paper).

Help and support

All new software purchases are covered by the **Snap Plus** maintenance agreement which is free of charge for one year. **Snap Plus** includes access to our friendly HelpDesk team who can talk you through any problems and give you hints and tips. New releases of Snap Survey Software are absolutely free with **Snap Plus**. The online user Forum is another useful source of information and networking events enable customers to share information and pick up ideas.

Contact Us

Call us for an online Snap demonstration **(603) 610-8700** or email sales@snapsurveys.com for more information.

These are just a few of the many features available in Snap Survey Software:

	Paper	Web	Mobile*	Phone
Content				
Multi-mode and multi-language including double byte character languages such as Chinese and Japanese	✓	✓	✓	✓
Questionnaire templates, styles, rich text, spell checking	✓	✓	✓	✓
Multiple question types: grids, single response, multiple response, time, date, free text etc.	✓	✓	✓	✓
Use existing questions from other surveys or SurveyPak question libraries	✓	✓	✓	✓
Multimedia (Movie and/or Sound clips)		✓	✓	
Dynamics				
Progress bar, Back and Next buttons		✓	✓	
Text substitution (piping)		✓	✓	
Sophisticated question routing		✓	✓	✓
Randomization and rotation of questions		✓	✓	✓
Code masking		✓	✓	✓
Slider and map controls		✓	✓	
Data pickers		✓	✓	
Automated alerts (triggers)		✓	✓	

*PDA, Kiosk, Tablet PC and Mobile Phone

Continued overleaf ➔

Research Services

Research Services is Snap's research services group. We have over 25 years experience working for both private and public sector clients. Research Services delivers hundreds of research projects for satisfied clients every year.

The friendly, knowledgeable team, can undertake complete surveys or any part of a survey for you – you choose how you want to work with us.

These are some of the things we can do for you...

	Ad hoc surveys	Customer / client satisfaction surveys	Employee / staff surveys	Patient and health surveys	Course evaluation (Education and Training)	Membership and visitor surveys
Questionnaire design	✓	✓	✓	✓	✓	✓
Sampling	✓	✓	✓	✓	✓	✓
Translation	✓	✓	✓	✓	✓	✓
Paper surveys	✓	✓	✓	✓	✓	✓
Online surveys	✓	✓	✓	✓	✓	✓
Multi-mode surveys	✓	✓	✓	✓	✓	✓
Data processing	✓	✓	✓	✓	✓	✓
Data verification	✓	✓	✓	✓	✓	✓
Analysis and reporting	✓	✓	✓	✓	✓	✓
Project management	✓	✓	✓	✓	✓	✓
Consultancy	✓	✓	✓	✓	✓	✓

Online surveys

We have been running online surveys for over 10 years. Snap's survey software gives us the ability to develop innovative web surveys incorporating multimedia, image maps, and a choice of buttons and sliders. We can also handle languages including Spanish, German, Chinese, Urdu, Hindi, and many more. The team is experienced in turning around fast, effective online surveys.

If you have Snap Software we can provide your data, tables, and charts as Snap files (don't worry if you don't have Snap software. Data and analysis can be supplied in a range of formats including PDF, Excel, SPSS, and Triple-s.)



Lack of resources or time?

Outsource an entire project to us, or if you are short of in-house resources or expertise, we can manage any part of a survey for you. Research Services specializes in the following:

Questionnaire design

Critical to the success of many research projects, we can advise on or design an appropriate survey for you and give expert guidance on best practices in questionnaire design for different survey methods.

Questionnaire publication

With our expert knowledge of Snap we can produce a professional yet easy to complete questionnaire, which can then be printed, published to the web, kiosk, or PDA, or formatted for telephone interviewing.

Response management

Our survey distribution and collection service can manage both online and paper surveys, including issuing appropriate reminders and incentives if required.

Data processing

Our staff is on-hand to prepare your data for analysis including coding, keying, scanning, and collation of data from paper, web, kiosk, and PDA surveys.

Data management

Data can be supplied in a number of different formats for use with various software packages, including Triple-S, SPSS, Excel, and Access.

Analysis

Tables, charts, and statistical analysis can be provided in a choice of different formats to suit every need.

Online surveys

Our web services include publication, hosting on standard, secure, and database-linked servers, email invitations and reminders, response management, and collation of replies.

Multi-mode surveys

We can set-up surveys which combine paper and web questionnaires, for example, and process Snap data from other survey modes, i.e. Kiosk and PDA, and do the combined analysis and reporting for you. Data can also be imported from Excel and SPSS.

Web hosting

If you are an existing Snap Software user and you have a survey that you would like to place on our server, we can host your survey on snapsurveys.com.

Consultancy

Research and technical consultancy services are available in all areas relating to the survey process, including advice, support, and work on design and publication.

Other services

Research Services can assist you with other survey services such as sampling needs and translation services.

Give us a call to find out more about what we can do for you: **603-610-8700**

Email: ResearchUS@snapsurveys.com

Training

Our highly regarded training courses are designed to help you get the most from Snap Survey Software

Training days for individual organizations can be run at our training suites in Portsmouth, NH, at your own premises or online and they can also be specific to your company's needs.

Visit our website to find out more about forthcoming scheduled online training dates or call us on **603-610-8718** to discuss your training needs. All courses listed below take place online but can be expanded to fit a full day course.

Level 1

Intro to Scanning

- Create basic paper questionnaires for scanning
- Scan in completed questionnaires
- Create tables and charts
- Export results into Word

Intro to Web Surveys

- Apply advanced variable properties
- Publish HTML files
- Import responses
- Email invites and reminders

Mobile Surveys (PDA, Kiosk, Tablet PC etc.)

- Apply advanced variable properties
- Publish to all devices
- Importing replies and data collection from all devices

Intro to Snap WebHost

- Publish settings of a Snap WebHost questionnaire
- Uploading surveys
- Email Invitations



Level 2

Snap WebHost II

- Multiple language surveys
- Derived variables
- Seeding data
- Managing respondents online

Analyzing Survey Results

- Summary Analysis
- Filters
- Creating tables and charts
- Derived variables

Snap 10 Upgrade

- Survey Packs
- Analysis (Lists, Group variables, Analysis Maps)
- Image maps
- Group variables

Contact

Call: 603-610-8718

Email: sales@snapsurveys.com

www.snapsurveys.com/training



New additional features

Continuous surveys – in Snap 10 (with WebHost) you can conduct continuous process surveys which link in with departments such as sales and customer service to track satisfaction and other measures.

Email alerts can be built into these surveys, for example, to notify a service desk and allow them to respond immediately to individual customer issues. Send HTML email invitations and personalize questionnaires using email query strings. Verbatim responses can now be reported in WebHost.

Scanning – we have simplified the scanning setup process and made a number of key changes to further improve Snap's data recognition capabilities.

For a demonstration of Snap's new features call us on **603-610-8700** or email sales@snapsurveys.com for more information.



What's new in Snap 10

We are always looking for ways to extend Snap's survey software capabilities, enhance the user experience and ensure your surveys get the best response rates and results. Snap 10 is the latest software release from Snap Surveys.

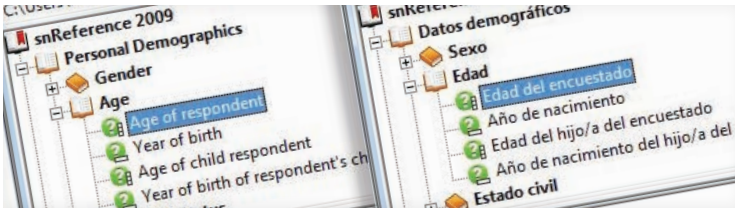


Extended language capability

Reach more people with your surveys. Snap 10 now gives you the capability to run surveys in languages such as Arabic, Hindi, Japanese and Chinese.

Full multi-language options – in Snap 10 you can now build surveys in any European language; Asian languages such as Turkish, Arabic and Hebrew; Indian sub-continent languages such as Japanese and Hindi; and Far Eastern languages including Chinese, Japanese and Korean.

For languages arranged right-to-left, layout options enable questionnaires, tables and charts to be similarly arranged.



Multi-language SurveyPak libraries – SurveyPak libraries can include questions pre-translated into other languages. Drag and drop questions from the libraries in one language and Snap automatically creates other editions of the questionnaire in the language(s) you specify.

Create your own SurveyPak libraries – in Snap 10 you can create your own multi-lingual libraries of questions and standard questionnaires.

Computer assisted language translation – Snap will attempt to automatically translate a given questionnaire by referring to existing translations present in other surveys and SurveyPak libraries.

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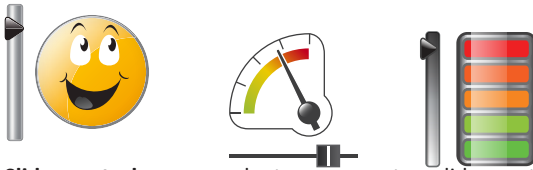


Enhanced questionnaire design tools

Engage respondents and increase response rates with visual prompts including new sliders, mapping and ranking options.

Improved questionnaire styling – new style templates include borders and background text colors to reflect your brand and engage respondents.

Image-based check boxes – replace check boxes with images in both electronic and paper questionnaires. Use the standard boxes included in Snap 10 or supply your own.



Slider controls – respondents can operate a slider control to input their response to web or offline electronic surveys. Use standard slider controls supplied or build your own.

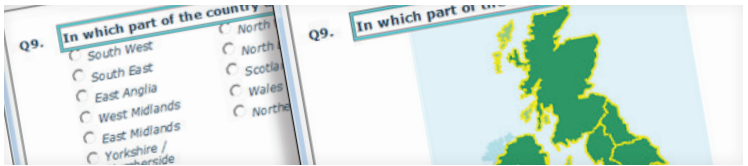
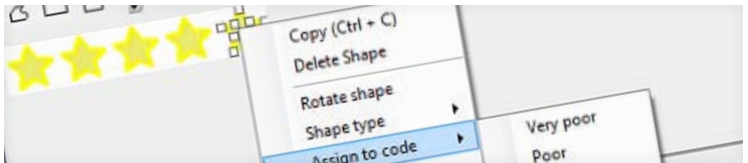


Image maps – clickable image-maps allow respondents to enter their response to web or offline electronic questionnaires. Use standard maps supplied or build your own. Take any image (not just geographical maps), mark off areas and associate the areas with answers to your question.



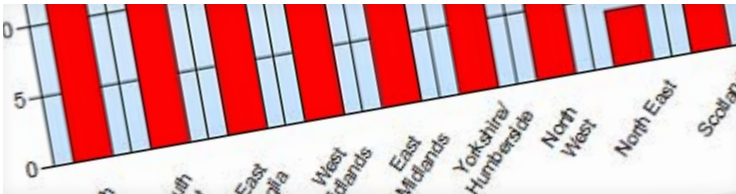
Star rating controls – a linked list of stars to encourage respondents to record their opinion rating/s. Use standard rating scales supplied or build your own.

More analysis and reporting options

Snap software is already acknowledged as having some of the best survey reporting and analysis available. Snap 10 makes it even easier to analyze and share results with colleagues, clients and stakeholders.

Powerful variables – extra capabilities for defining operators for literal variables and the ability to group together variables such as grids for analysis.

New results definition dialog box – revised table/chart definition dialog box with new options to include templates for analysis and labelling, drop-down lists of recent analyses, new specification of statistical tests, improved titling and notes. Automatic disabling of inappropriate options.



Tables and charts – new table and chart styles. Handling of right-to-left language requirements. Additional analysis of grids as cross tabs. Axis labels on charts now angled to optimize space. Scaling of fonts to cater for resized windows.

Analysis of lists – enables a list of literal comments to be produced. By including data lists in analysis, they become available in batches and as part of standard analysis reports.



Image maps as an analysis tool – presentation of results in the form of maps, with automated color coding of high and low values. The maps can be based on any 2D image, not just topographical maps.

Educational Research with Snap Surveys

- ✓ **Course and Instructor Evaluations**
- ✓ **Needs Assessment**
- ✓ **Alumni Surveys**
- ✓ **Testing**
- ✓ **Polling and Elections**
- ✓ **Institutional Research Departmental Surveys**
- ✓ **Employee, Student and Staff Satisfaction Surveys**
- ✓ **Longitudinal Studies**

and more . . .

Contact us for a free online demonstration today!

(603) 610-8700

sales@snapsurveys.com

www.snapsurveys.com

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