

## Research is changing

A few years ago market research projects were managed by research agencies or in-house experts. Many smaller organisations commissioned little or no research at all.

Today more surveys than ever are being carried out. Survey tools are available to anyone who wants to find out more about their customers, clients, patients, students and employees.

Snap Surveys is a leading survey services company with over 30,000 people from private and public sectors using our software and services to deliver the information that helps their organisations to run more effectively.

## Customers choose Snap because...

It's simple to create, manage and analyse, online, paper, PDA, kiosk and phone surveys with our desktop software and online survey subscription service.

Snap supports all languages so it's easy to run multi-language surveys in all modes. Flexible, comprehensive analysis and reporting enable you to get the most from your data.

### Online surveys

Online surveys are quick and easy to deploy. In Snap, you can include images and multimedia to deliver engaging surveys.

Routing, piping, randomisation, text substitution, image maps, star-rating questions and calendars all help to deliver a better respondent experience.

Respondent management tools include automated invitations and reminders, quota controls, triggered alerts and pre-seeding from a database.

### Paper surveys

Design professional-looking paper questionnaires with tailoring options which include images, single and multi-column layouts, colours, logos and fonts.

Data entry is a breeze with scanning. The scanning module enables completed questionnaires to be scanned directly into Snap minimising keyboard data entry. Saves time and money! (We can source hardware for you if required).

### Translation service

If you need to carry out multi-language surveys we offer a comprehensive translation service with files supplied in Snap or other file formats as required. We can also set up and manage full multi-language surveys for you too.

Give Research Services a call on **01454 280 810** to discuss how we can help you with your research projects.

Or visit the Snap Surveys website for more information:  
[www.snapsurveys.com/research-services](http://www.snapsurveys.com/research-services)

Tell us about the surveys you want to do and we can tailor a software and service package to suit you.

For more information about tailored software and service projects, or to arrange an online software demo, call one of our consultants today on **020 7747 8900** or email [info@snapsurveys.com](mailto:info@snapsurveys.com)

More information can also be found at [www.snapsurveys.com](http://www.snapsurveys.com)

Features	Paper	Online	PDA/Kiosk	Phone
<b>Content</b>				
Multi-mode and multi-language including double byte character languages such as Chinese and Urdu	✓	✓	✓	✓
Questionnaire templates, styles, rich text, spellchecking	✓	✓	✓	✓
Multiple question types: grids, single response, multiple response, time, date, free text etc.	✓	✓	✓	✓
Use existing questions from other surveys	✓	✓	✓	✓
Multimedia (Movie and/or Sound clips)		✓	✓	
<b>Dynamics</b>				
Progress bar, Back and Next buttons		✓	✓	
Text substitution		✓	✓	✓
Sophisticated question routing		✓	✓	✓
Code masking	✓	✓	✓	✓
Sliders, click-maps and star-rating scales		✓	✓	
Data pickers (pop-out calendars, clocks and keyboards)		✓	✓	
<b>Validation</b>				
Apply quotas		✓		✓
Force question to be answered		✓	✓	✓
Use of patterns to validate open-ended questions		✓	✓	✓
Check values within open-ended questions		✓	✓	✓
<b>Respondents</b>				
Automatic scheduling of email invites and reminders		✓		
Seed responses from a database	✓	✓		✓
Save partial responses on server		✓		✓
<b>Results and analysis</b>				
2D and 3D charts and cross-tabulation	✓	✓	✓	✓
Customise table and chart layout	✓	✓	✓	✓
Filters, weights and scores	✓	✓	✓	✓
Derived variables, sample weighting and statistical analysis	✓	✓	✓	✓
Lists of comments	✓	✓	✓	✓
Excel, MS Access and SQL database access and update	✓	✓	✓	✓
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 or MS Access database	✓	✓	✓	✓
Import survey results from other surveys	✓	✓	✓	✓

## Training

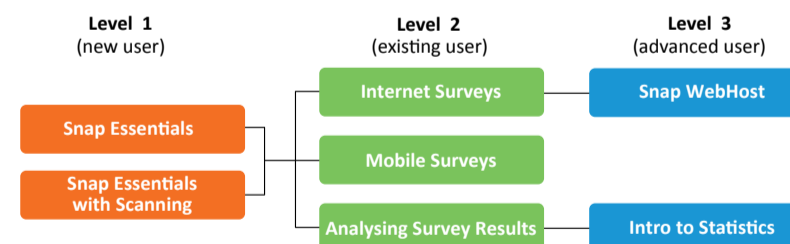
Our highly regarded training courses are designed to help you get the most from Snap Survey Software.

Scheduled one day training courses are run in Bristol, London, Edinburgh and Manchester.

Training days for individual organisations can be run at our training suites in Bristol, London, Edinburgh and Manchester or at your own premises.

If you require training tailored to your specific requirements, or consultancy, we can run sessions in Bristol and London, at your premises or via the internet and telephone.

### Snap courses



### Other courses for users and non users of Snap

Principles and Practice of Questionnaire Design

Visit our website to find out more about forthcoming scheduled training dates or call us on **01454 280 820** to discuss your training needs.

### PDA, kiosk and other mobile surveys

PDA's enable results from questionnaires to be quickly delivered from the field via email or downloaded from each device. Kiosks are often deployed by visitor attractions, and travel hubs, health centres and dental practices, to capture customer feedback in real-time. (We can source kiosks for you).

### Phone surveys

Snap enables you to undertake multi-station telephone surveys. Results can be collated at a central source to monitor quotas or to produce interim results at any stage.

### Help and support

All new software purchases are covered by a Snap Plus subscription for a year, Snap Plus includes access to our friendly HelpDesk team who can talk you through any problems and give advice. New releases of Snap Survey Software are absolutely free with a Snap Plus subscription. Further customer support includes worksheets, training courses, seminars and a user forum.

## Research Services

Snap's Research Services team has over 25 years experience working for both private and public sector clients. They deliver hundreds of research projects for satisfied clients every year.

The team can also take on specific parts of your surveys such as paper surveys, including set-up, management and data processing, if you don't have the in-house resource.

In addition to projects managed from start to finish, we are finding clients are coming to Snap for a tailored service and product package to meet their specific needs.

For example we can set up bespoke template questionnaires, continuous reporting and benchmarking in Snap, which can then be managed with your in-house Snap application.

We also offer consultancy on any aspect of your surveys, from formulating the brief through to analysis and reporting.

"I almost felt like they were an extension of my own team! They were great at keeping us informed, prompt and reliable and very willing to go that extra mile to give us exactly what we needed." Bournemouth Borough Council

## Inspiring better business



# Surveys provide you with **pointers, ideas, answers.** Enabling you to **act, deploy, implement.**

