

Distribute Surveys in Any Format

Design, distribute, and analyze your surveys across multiple platforms, capturing feedback from the widest possible audience. Apply a unique look and feel to each version and combine your results for analysis.

This section describes:

Online Surveys

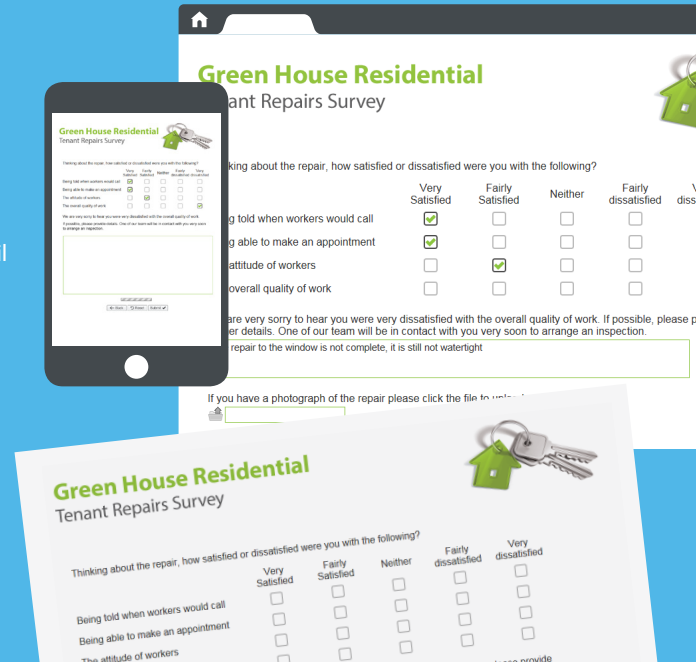
Share surveys and analysis online. Manage your interview schedule, send email invites and reminders, link to your database.

Paper Surveys and Scanning

Not just a printed copy of the web version; format your questionnaire to look just right on paper. Print in a range of layouts and paper sizes.

Mobile Surveys

Reach anyone, anywhere - even offline in Wi-Fi black spots. Run surveys on Apple iOS devices, Android devices, and Windows devices (Smartphones, tablets, and kiosks).



Online Surveys

Create dynamic and visually engaging online surveys, and automate much of the interview process to provide a seamless experience for you, your participants, and your clients.

Snap Survey Software includes all the tools a researcher needs to produce powerful and appealing questionnaires, including:

- Complete flexibility to reflect your organization's branding in the questionnaire. Choose from a range of colorful tick boxes, navigation buttons, and progress bars, or design your own.
- Two way database links. Use with secure logins to feed information from an external database into the questionnaire and automatically update with replies.
- Set up questionnaire groups. Participants repeatedly complete the same questionnaire, but with a different subject each time. (e.g. course evaluations, product testing, 360 degree feedback)
- Automated email alerts, triggered by a specific reply or replies. Alerts are delivered by email for prompt action.
- Automated Summary Report of the survey results. Create charts, tables, statistics, and comment lists – all updated in real time with the option to filter sub-groups.
- Manage your survey and interview schedule online, including automated survey invitations and follow up reminders.
- Apply quotas to control how many respondents within particular groups are interviewed.
- Access to a worldwide panel of seven million members to generate a sample specific to your research needs.

Online surveys are often more enjoyable for participants to complete as there is greater potential for interaction, for example:

Responsive and dynamic questionnaires feel custom-made, by only displaying content relevant to the individual taking the survey.

- Interactive questions such as sliders and interactive images offer a more engaging survey experience.
- Multimedia content such as audio or video clips can be included.
- Answer patterns automatically convert responses to a required format (e.g. \$2 or 2)
- Survey replies can be printed or saved by the respondent at any point, with the option to resume at a later time.
- File attachment. Participants can attach files such as a resume or a photo.

Survey results can be shared with key clients, with levels of access determined by the researcher. Progress can be monitored with access to:

- The total number of respondents
- An automated questionnaire report giving a top-level summary of survey results.
- An automated summary report giving a detailed overview of survey results.
- Smart Reports created by the researcher.
- Real-time tables, charts, and lists. Build new analyses and apply filters to isolate replies from respondent subgroups.



Paper Surveys and Scanning

With Snap Survey Software, you can design professional paper questionnaires, set up comprehensive data validation to accurately collect replies, and speed up data processing with the enhanced scanning features. Distributing a paper version of your survey can help you to target hard to reach communities or fulfill demographic quotas, and can often increase the overall response rate when included as part of a wider survey project.

Paper questionnaires are typically self-completion in nature. To ensure the survey design and layout is clear and understandable, researchers can:

- Access pre-built survey templates.
- Show routing instructions on the questionnaire.
- Pre-print unique ID or reference numbers on individual questionnaires.
- Pre-print address information to fit window envelopes.
- Select from a variety of paper sizes, including booklet format.

Errors made during data entry can significantly affect the validity of survey results. Snap includes comprehensive data validation checks to ensure replies are input accurately, for example:

- Validation of numeric quantity ranges or date ranges.
- Active question routing during data entry – skip questions answered in error
- Responses can be converted into a preferred format (e.g. dates or times).
- Specific patterns can be created to ensure unique fields such as an employee ID are input in the correct format.
- Option to spell check and correct comments.
- Automatic recording of data entry speed and accuracy. Resulting statistics can be used to project data entry costs and to ensure an agreed level of input accuracy is achieved.

Additional scanning features automate and speed up the data collection process for large volumes of paper surveys:

- Scan an unlimited number of questionnaires
- Single-sided and double-sided printed questionnaires can be scanned.
- Does not require custom paper or forms.
- Works with both PC and network attached scanners.
- Questionnaires designed in other formats such as Word or Excel can be scanned by Snap.
- A wide range of printed paper sizes can be handled by scanners.
- Includes OMR/OCR/ICR technology - recognises not only check boxes, but also preprinted data and legible hand printed text.
- All open-ended responses are stored as images, and are available for printing, searching, coding, or keying.



Mobile surveys

Better feedback captured instantly with uninterrupted interviewing, even in service black spots when the mobile device is offline. With Snap Survey Software, you can create dynamic and visually engaging surveys, and access them remotely with the Snap mobile surveys app.

Researchers can produce powerful and appealing mobile surveys:

- Surveys can be designed making full use of visual features such as sliders, interactive images, and multimedia content.
- Surveys can operate at a local level on the mobile device. Surveys and data are automatically synchronized with Snap WebHost once a connection is restored.
- Set up automated email alerts, triggered by a specific reply or replies. Alerts are delivered by email for prompt action.
- Questionnaires in kiosk mode can be configured to automatically reset after a preset time lapse.
- Completion statistics are maintained on all survey replies, including the date, time, and duration of each response.
- View live automated reports and real-time tables, statistics, charts, and comments, with sub-groups filtered where necessary.

Interviewers can be confident that Snap questionnaires will be intuitive and enjoyable to complete:

- Responsive and dynamic questionnaires feel custom made by only displaying content relevant to the individual taking the survey.
- Interactive questions such as sliders and interactive images offer a more engaging survey experience.
- Multimedia content can often enhance the user experience.

Survey results can be shared with key clients, with levels of access determined by the researcher. Progress can be monitored with access to:

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- Smart Reports created by the researcher.
- Real-time tables, charts, and lists. Build new analyses and apply filters to isolate replies from respondent subgroups.