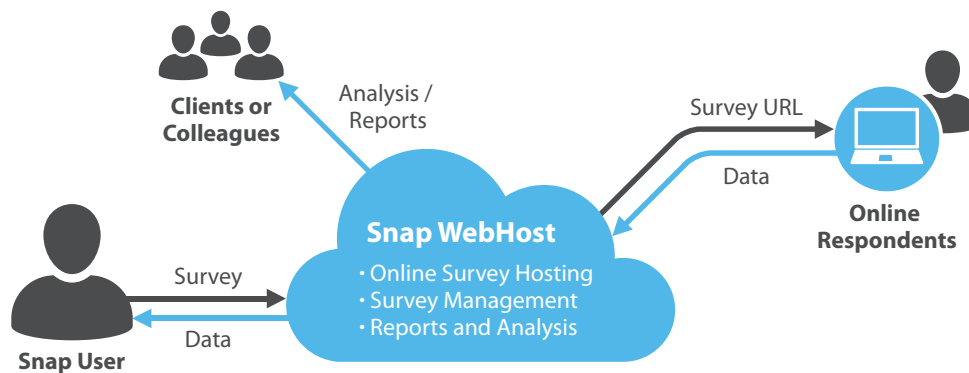
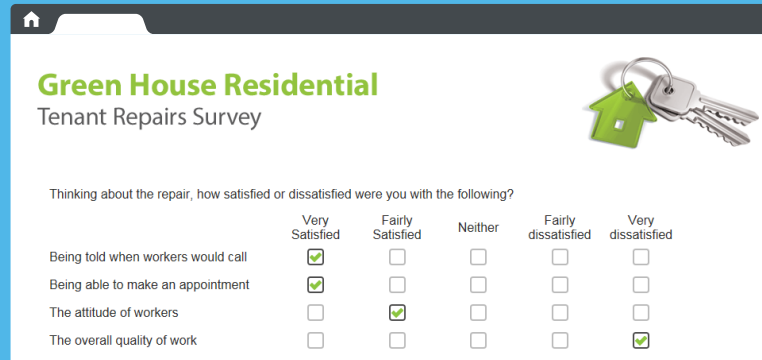


## Online Surveys

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 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 colorable check boxes and radio buttons, 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 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, comment lists, and word clouds – 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 at any point, with the option to restart at a later time.
- File attachment. Participants can attach files such as an Excel or Word document, 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 analysis and apply filters to isolate replies from respondent subgroups.

## Distribute Surveys in any Format

A multi-method approach is the best way of reaching the widest possible audience and ensuring you collect reliable data. With Snap you can distribute and manage your surveys in a variety of formats, apply a unique look and feel to each version and bring all your results together for analysis.

### 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. Scanning is available as a low cost, effective alternative to manual data entry.

### Mobile Surveys

Reach anyone, anywhere - even offline in Wi-Fi black spots. Run surveys on Apple, Android, or Windows tablets and smartphones, as well as on kiosks.