

# Why Snap Is Your Perfect Survey Partner

Snap Survey Software is unique – it's been developed to be a starter system and yet contains all of the more in-depth features required by professional researchers worldwide. It's your ideal survey partner for today and the years to come, with features that include:

- ✓ Online, paper, mobile and kiosk surveys
- ✓ Surveys in any language
- ✓ Powerful analysis and reporting
- ✓ Two-way integration with your database
- ✓ Certified data security
- ✓ World class support services



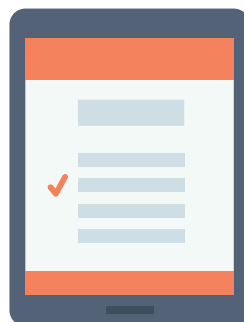
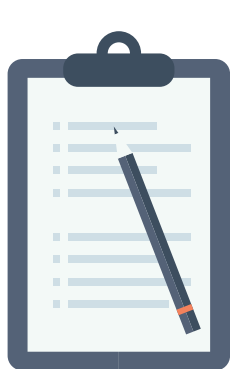
## Online, Paper, Mobile and Kiosk Surveys

Online surveys are certainly popular, and Snap Survey Software enables your online audience to access surveys on a wide range of devices, from tablets and smartphones, to laptops and PCs.

However, online surveys are not always able to reach the audience that you're seeking. There are still many situations where paper-based surveys are capable of gathering the results you need, and a fast scanning option can greatly simplify the data entry.

Where you need interviewers to conduct surveys in the field, Snap's Mobile Anywhere product is unique in being able to operate in areas where a 3G/4G or wifi signal is poor, or even missing altogether.

Remember too that Snap is one of the most integrated systems on the market. Perhaps you've already created an online survey, and now want to run the same survey on kiosks, alongside the online version. Snap can automatically create a second version, and any changes are automatically updated to both versions.



## Surveys in any language

In a global world, English might be the dominant language, but participants in a survey will always prefer to answer questions in their native language.

Snap allows you to create multi-language surveys, including right-to-left Arabic and Hebrew character sets, as well as Asian languages such as Japanese and Mandarin. With online surveys, you can set the language for a given respondent or allow them to choose their preferred language.

To simplify the process, you can build translation libraries of your frequently used questions or use the standard question translations supplied with Snap.

## Powerful Analysis and Reporting

Analysing data can be daunting, but Snap provides innovative reporting and analysis tools to help you gain the insight you need:

- An instant summary of the entire survey showing every question analysed, with results updated in real time.
- A formatted questionnaire with full results, automatically filtered for specific groups.
- Cross tabulations of any questions with the ability to segment your results as required.
- Wide ranging statistical tests to identify patterns in your survey data. These range from standard scores and means, to the more advance tests, such as factor, cluster and gap analysis, together with z, t and u tests.
- An extensive range of charts to present your results in an easily-digestible format.
- Word clouds to give instant perspective on your results.
- Unique Smart Reporting Technology to produce dynamic and flexible reports in real time. Reports are tailored uniquely for each reader, whether it's an individual, or a representative of a department, a team or a region.

All of these features are available within Snap and many are totally automated. There's no need to export any of your data to other software systems for analysis.

However, all the export options you'd ever expect are present, if the need arises. These include SPSS, Excel, CSV and XML formats.

## Two-way integration with your database

With Snap, database links can be established to exchange data between your survey and almost any external databases, such as MS Access, SQL, or Excel.

Any number of links can be set up to connect both to a database and from a database. This enables Snap to analyse data that's a combination of the survey replies as well as demographic data held on the database. It also enables Snap to update databases with information that's been collected during the survey.

The email address in a database can be accessed to automatically send invitations and reminders to prospects taking part in an online survey. Other fields in the database can also be accessed to personalize the survey with pre-seeded data.

For paper questionnaires, links can also be set up to preprint information such as the name and address. The full information can then be scanned along with the handwritten replies, so that both can be used for analysis.



## Certified Data Security

Data security is one of today's critical issues, and Snap's systems and software are certified to the highest standards in the industry.

Snap is one of the few organisations certified for ISO27001 – the highest standard for information security.

Our UK and US data centres are SAS70 / SSAE 16 certified, and clients' data is fully encrypted, both on the server and in transit.

As an alternative to our online subscription service, you can run our survey management system on your own servers, giving you complete control.



## World Class Support Services

Snap's support teams are based in the UK and the US and are able to offer a wide range of professional services:

- One-to-One technical support is available by phone or email, to keep your survey project on track.
- A range of training courses to cover every aspect of the survey process.
- Webinars and a video library to help you make the most of the Snap Survey Software.
- Access to over 100 worksheets with step-by-step instruction covering aspect of the survey process.
- A User forum, moderated by Snap experts to meet and swap ideas with other Snap users.
- Regular software updates downloaded straight from our website.
- A team of experienced Researchers to provide that extra and specialised manpower, covering every area from survey design to analysis and reporting.

For more information on all our products and services, visit [www.snapsurveys.com](http://www.snapsurveys.com)

