Snap Surveys - Your Perfect Survey Partner

What We Do

Snap Survey Software and Feedback Management Solutions enable customers to create and manage engaging online, mobile, paper, and kiosk surveys, in any language. Snap also gives you all the tools you need to analyze data and share insight and information with colleagues and clients.

Support is provided to all of our customers by way of a Help Desk facility and a team of trainers that can provide both online courses and face-to-face courses at either our training facility or at your premises.

In addition, Snap Surveys' unique blend of in-house Research Consultants, Graphic Designers and Software Developers are able to combine their expertise to offer you feedback management solutions developed to your own specific requirements.

We are **ISO27001**, **ISO9001**, and **ISO20252** certified, and our data processing center is **SSAE16** compliant.

Company Background

Snap Surveys was one of the earliest entrants in the survey software market over 30 years ago. We've continued to innovate and evolve our software and service solutions to meet the challenging needs of our customers.

From our offices in the UK and USA, and with resellers worldwide, we support and service our extensive customer base which includes organizations in Government, Education, Healthcare, Market Research, Media, Finance, and many more.

Why Snap Surveys is your Perfect Survey Partner

Create engaging online, paper, mobile and kiosk surveys

Most of today's survey systems restrict you to just online surveys, but Snap Survey Software provides you with a range of options: online, paper, mobile and kiosk.

Surveys in any language

Snap Survey Software allows you to create multi-language surveys, including right-to-left Arabic and Hebrew character sets, as well as Asian languages such as Mandarin.

Powerful analysis and automated reporting

From instant topline analysis to powerful Smart Reports. Tables, charts and statistics to cater for everybody's needs.

Two-way integration with your database

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

World class support services

Snap Surveys' support teams are based in the UK and the US and offer a wide range of services, including one-to-one technical support, a range of training courses, webinars, video libraries, worksheets, user forum, and regular software updates downloaded straight from our website.

In-house team of Researchers, Graphic and Software Designers

Our in-house team combine their expertise to offer you feedback management solutions developed to your own specific requirements.

Certified data security

Data security is one of today's critical issues, and Snap Surveys' systems and software are certified to the highest standards in the industry, including ISO 27001.

A range of system and hardware options

Snap Surveys' servers are all based on Microsoft Windows Servers, and all desktop apps are based on Microsoft Windows. For mobile devices, support is available for Apple ipad, iphone, Android, Amazon Kindle Fire and Windows tablet.

Extensive range of software features

Almost unlimited number of questions and replies, with a wide range of designer options. Extensive import and export features to other software systems.

Create Engaging Online, Paper, Mobile and Kiosk Surveys

With more advanced and flexible features than you'll find anywhere else, Snap Survey Software brings a tailored and unique survey experience to each participant.

Create professional, branded surveys

Build surveys that are fully accessible and easy to complete on any device. Our quick start templates are fully customizable, so if you want more control over the look and feel of your survey, you've got it.
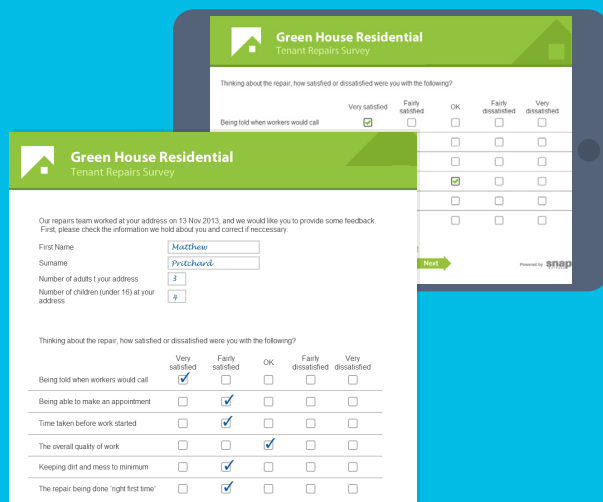
- Create questionnaires that automatically adapt to mobile phone, tablet and PC sized screens.

- Choose from a selection of quick-start survey templates and customizable themes.

- Create surveys and question libraries in any language.

- Easily produce professional surveys that complement your organization's brand.

- Share your survey with a branded custom URL.

- Build surveys that conform to WC3 guidelines on accessibility.

Get creative with survey questions

Keeping participants' attention is not always easy, especially when so many surveys are competing for their time. Add visual and interactive questions to make your surveys engaging and keep participants clicking.

- Select from our range of clickable image questions or design your own.

- Answer questions with our prebuilt slider controls or design your own.

- Add audio and video to your survey questions.

Deliver a unique survey experience every time

Tailor the survey experience to each participant and make your surveys more enjoyable to complete – with the added bonus of a higher response rate and more accurate data in return.

- Control which questions each participant sees with Snap's advanced and powerful question routing.

- Apply answer masking to focus participant attention by showing or hiding multi choice categories depending on previous answers.

- Add in-survey calculations to manipulate and transform answer data in real time.

- Implement powerful and flexible text substitution to feed any answer or in-survey calculation into any subsequent question.

- Use sophisticated response validation to ensure your surveys are simple to complete and provide accurate data.

- Pre-populate your survey with information you already hold on your participants.

Target specific survey participants

Snap Survey Software offers a range of ways to help you find and interview the right survey participants.

- Schedule automatic email invitations and reminders to your database of contacts.
- Share your survey on social media.
- Control how many participants are interviewed within each particular target group.
- Automate the survey process for ongoing or repeated surveys with Snap's Grouped Questionnaire technology.

Surveys in any language

Give participants the choice to complete your survey in the language they prefer. Snap Survey Software can handle any language, including right-to-left languages such as Arabic, Hebrew, Urdu and character based languages such as Japanese, Korean and Chinese.

- Automatically present online questionnaires in the participant's preferred language.
- Display warning and error messages in multiple languages.
- Drag and drop questions from supplied multi-language libraries.
- Build your own multi-language question libraries.
- Import and export questions for quick translation.
- Filter analysis and reports by participants' preferred language.

Q1	¿Es usted hombre	Q1	您是男性还是女性	Q1	Ydych chi'n wryw
	◯ Hombre		◯ 男性		◯ Gwryw
	◯ Mujer		◯ 女性		◯ Benyw
Q2	¿Qué edad tiene?	Q2	您的年龄？	Q2	Faint oed ydych c
	◯ De 16 a 24		◯ 16 -- 24		◯ 16 i 24
	◯ De 25 a 44		◯ 25 -- 44		◯ 25 i 44
	◯ De 45 a 64		◯ 45 -- 64		◯ 45 i 64
	◯ 65 o más		◯ 65+		◯ 65+

Conduct interviews in the field anytime, anywhere

With Snap Mobile Anywhere you can collect replies on kiosks and mobile devices - online and offline. Surveys and data are automatically synchronized when a connection becomes available, so you can be sure of uninterrupted interviewing, wherever you are.

Our clients are using Snap Mobile Anywhere to:

- Carry out face-to-face on-street interviews.
- Collect census data in developing countries with no reliable internet.
- Conduct ongoing hospital audits to measure and compare current practice.
- Monitor and improve the visitor experience
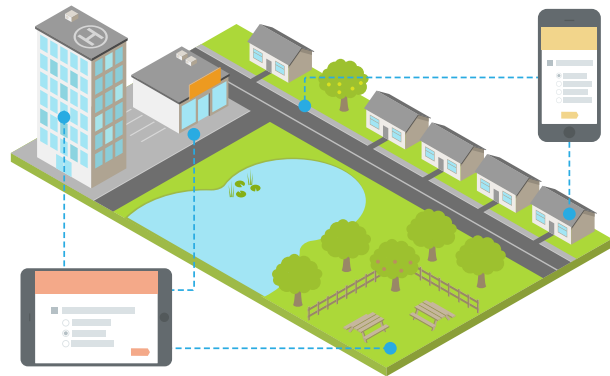
with kiosks at exhibitions and events.

Use paper surveys to target hard-to-reach communities

A paper version of your survey gives all your targeted participants an equal opportunity to take part. You can increase the overall response rate for a wider survey project, and participants are assured their replies are confidential. You can also scan survey replies to speed up data entry.

- Use survey templates designed specifically for print.
- Show routing instructions on the questionnaire.
- Print in any language and to a variety of paper sizes and formats, including booklet.
- Pre-print address information to fit window envelopes.
- Personalize surveys with contact information such as participant name, address or unique ID.
- Apply advanced validation checks to ensure data is input accurately, giving you confidence in your results.

Scan this QR Code to view a selection of surveys designed in Snap, or visit:
www.snapsurveys.com /survey-software/sample-surveys

Powerful Analysis and Automated Reporting

Analyzing data can be a daunting task even for experienced researchers. Snap Survey Software includes innovative reporting and analysis tools to help you examine and thoroughly explore your data, delivering the insight you need.

You can view an instant summary of results at any time, and apply advanced filters to see how different groups answer specific questions. Print hard copies or share your summary online, and add further detail with your own commentary. If you need more, the advanced analysis tools in Snap Survey Software help you refine and simplify your data and then present results clearly. Create detailed charts and tables including a range of advanced statistics and build your own dynamic and automated Smart Reports.

With all these features there's no need to export any of your data for analysis. However, Snap Survey Software includes all the export options you'd expect.

Full Results in a Formatted Questionnaire

Start your analysis with a Questionnaire Report – a top-level summary of survey results:

- Overlay your questionnaire with survey results that are displayed as counts, percents, or both.

- Apply filters to isolate results for different groups.

- Include as part of a more comprehensive Smart Report.

Instant Summary Report

Focus on specifics with a Summary Report – a detailed overview of survey results:

- Include a bar chart, table or list of comments for each question in the survey.

- Add further detail by including your own commentary.

- Add branding and include images or use a preferred font.

- Apply filters to isolate replies from different groups.

- Include as part of a more detailed Smart Report.

Analysis Tools

Choose from a range of analysis types to present more detailed results, with the option to add images and edit colors and fonts to reflect branding.

Tables – results can be cross-analyzed by demographic and expressed as percentages and/or counts. Statistical tests can also be added.

Charts – choose from a wide range of chart styles, including bar, pie, bubble and line.

Statistics – includes statistical tests to identify patterns in your survey data. These range from standard scores and means, to the more advanced tests, such as factor, cluster and gap analysis, together with Z, T and U-tests.

Lists – comments and open-ended replies can be shown alongside any other data, such as age or gender.

Maps – overlay an image, such as a regional map, with survey results. An effective visual alternative to a standard table.

WordClouds – a unique method of presenting free-text data. Frequently occurring words are displayed with greater prominence or specific colors.

Smart Reports

Generate Multiple Personalized Variations of your Report

Traditional written reports are a one-off snapshot of survey results. With our Smart Report technology you can quickly produce multiple and complex report variations. Reports can be configured to the unique perspective of specific recipients at the click of a mouse, and you can run reports again and again.

- Automate and speed up production of large volume reports.
- Guarantee report accuracy for unlimited variations.
- Benefit from consistent branding, layout and wording.
- Generate regular internal feedback and sell reports to fee paying clients.

Produce Reports Fast

Once you've created a report framework, you can sit back and let Snap Survey Software do the hard work. Produce personalized reports at a moment's notice, and run large report batches for readers at all levels.

- Give clients and colleagues analysis logins to monitor survey results online.
- Output reports as pdf's.
- Use context to tailor reports or report batches for specific recipients.
- Apply data filters to one-off Smart Reports and report batches.

Share Targeted and Constructive Analysis

Include dynamic content and your Smart Reports will feel tailor-made for each recipient. Your Smart Report can include dynamic elements such as:

- Text and values from analysis inserted into report commentary.
- Identification of high and low performing service areas.
- Recommendations for improvements and action plans.
- Benchmarks for comparison to internal, external or historical data.
- Conditional inclusion of specific analysis, commentary or sections.
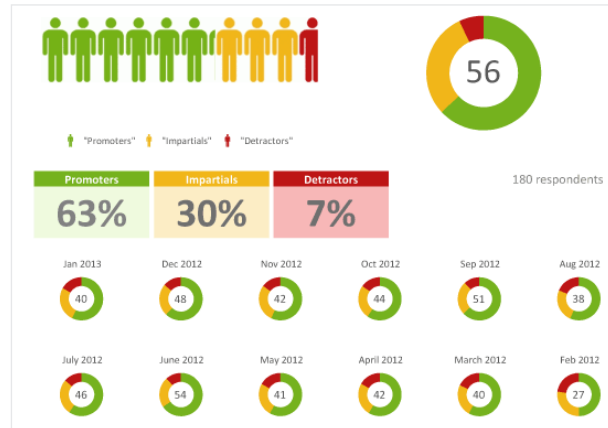
Measure your customers' loyalty with a Net Promoter Score.
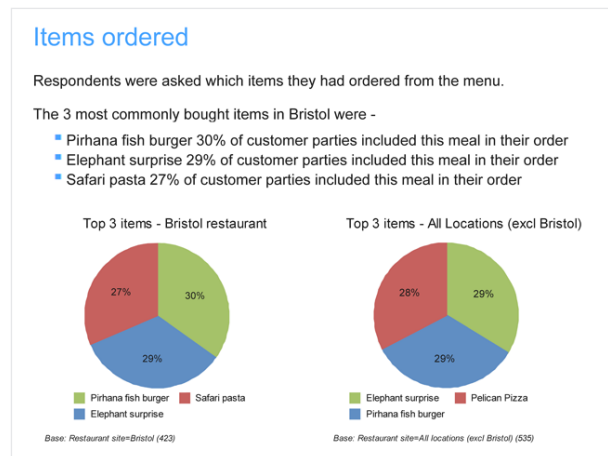
Insert text and values from analysis into commentary. Configure results to the unique perspective of specific participants or participant groups.

Identify high and low performing service areas. Show recommendations for improvement and action plans.

World Class Support Services

Our expert support teams in both the UK and the US 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 video guides to help you make the most of Snap Survey Software.

- Access to over 100 worksheets with step-by-step instruction covering all aspects of the survey process.

- A user forum, moderated by Snap experts, to meet and swap ideas with other Snap users.

- An experienced research team to help with your survey project, from survey design to analysis and reporting.

- Every new Snap Survey Software user receives a 12 month Snap Plus maintenance agreement which includes telephone, email and fax support as well as free software upgrades.

Help Desk

Get technical help with your survey from our team of friendly Snap experts. Every new Snap Survey Software customer receives a 12 month Snap Plus maintenance agreement which includes free telephone and email support, online resources, such as guides, worksheets, and videos, as well as free software updates and savings on training courses.

Videos and Worksheets

We've produced a number of short video guides to help you get up and running with Snap Survey Software. We also have over 100 worksheets to help you.

Online and Face-to-Face Training

Our expert trainers are available for interactive online sessions, as well as face-to-face training in our US office in Portsmouth, NH, or at your premises.

We offer a range of training courses covering every aspect of the survey process, as well as one-to-one consultancy tailored to your needs and using your own survey.

Software Updates

We're continuously developing the software to include new features and ensure that we maintain our leading position.

The software update process has now been fully updated, so that as you log into Snap, you'll automatically be updated to the latest version of the software.

Snap Surveys Experts to get the job done

Our unique blend of in-house Research Consultants, Graphic Designers and Software Developers combine their expertise to offer you feedback management solutions developed to your own specific requirements.

If you have a project in mind, whether it's large or small, complex or simple, or want to build a system that will last for many years, contact our Consultancy team at 603 610 8700 or email them at ResearchUS@snapsurveys.com.

Working in Partnership

We're working in partnership with a growing number of customers to deliver tailored survey solutions, and as you'd expect, every one is different. These solutions range from simple software "tweaks" to fully tailored feedback solutions, examples of which can be found on the Solutions page of our website.

We work both directly with Snap users, and we also partner with market research and consulting customers in order to deliver sophisticated solutions for their clients.

Questionnaire Services

Get your Snap survey up and running with help and advice from Snap Survey Software experts. We can help with survey design, templates and branding, advanced set up and complex functionality, translations and much more.
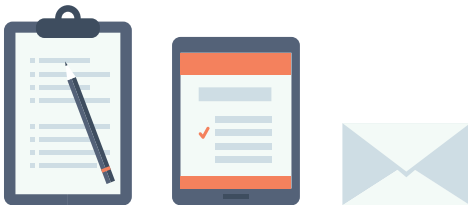
Data Collection

Our team has experience in a wide variety of projects. We can print and dispatch postal questionnaires, manually enter paper survey replies, design and host online surveys, and run full multi-mode projects.

Analysis and Reporting

We make full use of Snap Survey Software to deliver high quality analysis and reports, as well as custom charts, and data coding and cleaning. And if you are a Snap user, we'll give you the survey file so you can re-run the survey yourself.

MRS Evidence Matters

Certified Data Security

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

Snap Surveys is one of the few survey organizations certified for ISO27001 – one of the highest possible standards for information security. We can also offer HIPAA compliant solutions.

Our Rackspace data centers are 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.

A Range of System and Hardware Options

Snap Professional (and Network edition) Software

- Windows Vista, Windows 7, Windows 8/ 8.1 (x86/x64) or Windows 10.
- Windows Server 2008 or later required for network edition.
- JavaScript-enabled browser such as Chrome, Firefox or Internet Explorer 7 or later.
- A modern PC with at least 250MB of spare disk capacity.
- Server install requires 400MB on server and 25MB on clients.

Snap Scanning

- Requires an ISIS compatible scanner.
- Available disk space of 50-150K per side for scanned pages.
- Scanner must be able to produce TIFF images.

Snap WebHost Server – if installed in-house

- Windows Server 2008 or later.
- Microsoft IIS V7.0 or later.
- 2.0Ghz+ Dual Core CPU
- 4GB RAM
- 100GB RAID HDD

Snap Mobile Anywhere

- Apple iPad, iPhone or iPod Touch running iOS5 or later.
- Android tablets or smartphones running version 4.0 or later.
- Amazon Kindle Fire and Kindle Fire HD tablets.
- Windows based laptops, tablets and kiosks running Windows Vista, Windows 7, Windows 8 (x86/x64, not RT) or Windows 10 with Microsoft Internet Explorer version 7 or later.

Extensive Range of Software Features

Questions

- Up to 65,000 questions and derived variables per survey.
- Up to 2,000 answer codes per question.
- Up to 10,000 characters per literal response.
- Up to 1,000 characters for question and code labels.
- 3 Missing values on each question – No Reply, Not Asked and Errors.

Comprehensive Data Validation

Mistakes during data entry can seriously affect the validity of your survey results. Snap Survey Software has advanced validation checks to ensure data is input accurately, giving you confidence in your results. Scanning can be used to speed up the processing of collecting replies from paper questionnaires - it's quick, efficient, and cost effective.

- Response specific validation checks (e.g. quantity or date range).
- Ignore unintentionally answered questions.
- Spell check and correct comment / free text replies.
- Detailed data entry statistics verify the speed and accuracy of data entry.
- Apply patterns to validate participant replies to ensure high quality and consistent data. Used, for example, on dates, times or individual unique IDs.
- Up to 100,000 respondents per survey. (100 million with DBX extension).
- Up to 1,000,000 characters per case.
- Scan an unlimited number of questionnaires.
- Scan simplex and duplex questionnaires in a wide range of sizes.
- Automatically orient individual pages.
- Automatic recognition of altered / crossed-out replies.
- Calibrate and scan surveys designed outside of Snap (e.g. Word or Excel document).
- Recognize multiple choice replies, numbers, and well written hand-printed text.

Tables, Charts, Statistics and Lists

- Topline Summary and Questionnaire reporting.
- Advanced Smart Reports.
- Cross-tabulations and Frequency tables.
- Wordclouds and report lists.
- Bar, pie, bubble and line charts.
- Factor, cluster and gap analysis, together with full range of descriptive statistics.
- Filters, weights and mean scores.
- Maximum size table of 2,000 rows by 2,000 columns.
- Maximum of 125 characters for definition of analysis, break or filter field.
- Maximum of 8 digits in a table cell.

Import / Export

- Raw data can be imported into Snap in a flat ASCII file – comma, tab or space separated. Excel data will be accepted as text fields rather than codes.
- Results can be exported to other software packages for further manipulation – Triple S, SPSS SAV format, together with all Microsoft Office products.
- Export of results as HTML files for inclusion on websites.
- Data import from email clients using MAPI or POP3 protocols. (NB: 64 bit versions of Outlook 2010 or later no longer support MAPI).

Snap Surveys Office Locations

UK - Bristol Head Office

Snap Surveys,
4–5 Mead Court,
Cooper Road,
Thornbury,
Bristol,
BS35 3UW

+44 (0)1454 280 800
sales@snapsurveys.com

UK - London

Snap Surveys,
Greener House,
66–68 Haymarket,
London,
SW1Y 4RF

603 610 8700
sales@snapsurveys.com

United States

Snap Surveys,
210 Commerce Way,
Suite 200,
Portsmouth,
NH 03801

603 610 8700
sales@snapsurveys.com

Netherlands, Belgium & Luxembourg

Stefaan Potums,
Sint-Laureisstraat 83,
B-2018,
Antwerpen
Belgium

+32 (0)486 64 24 84
stefaan.potums@snap-benelux.be
www.snap-benelux.be

Spain

TNS Interactive,
Julian Camarillo, 42 (Ed. Treviso),
28037 Madrid
Spain

+34 91.432.87.89
snap@tns-global.com
www.snapsurveys.es

Connect With Us

twitter.com/SnapSurveys

facebook.com/SnapSurveys

linkedin.com/company/snap-surveys

Scan the QR Code for our website.

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