

Collecting Online Survey Data



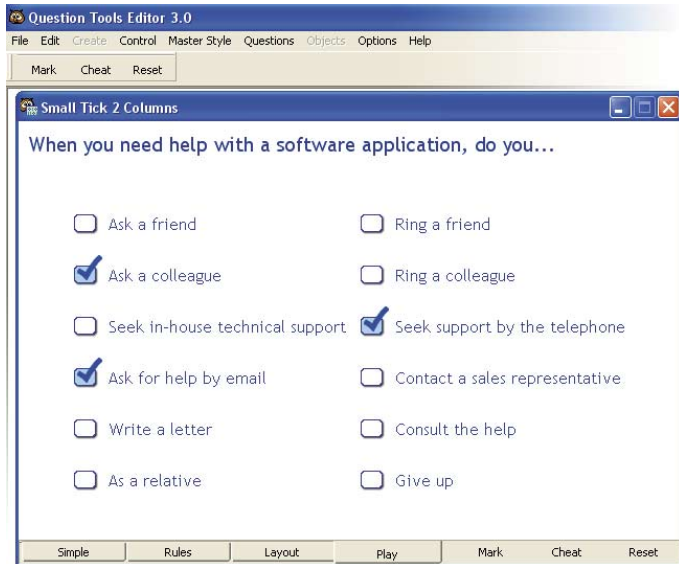
Scenario

Problem

Collecting survey data is expensive. Printing and distributing the survey is costly in terms of budget and staff time. Organizing the collection of completed surveys can be time-consuming, while manual coding of responses is expensive and can introduce error. Finally, results take time to emerge, and it is difficult and sometimes impossible to obtain quick or interim analyses.

Solution

Surveys can be produced to match an organizations look and style using Question Tools Editor. Surveys can be delivered using Question Tools NetSurvey across an intranet or the internet, while NetSurvey automatically collects and analyses the results. Respondents need only a web browser such as Internet Explorer. NetSurvey can host multiple surveys, and these can be easily accessed via direct links from an ordinary web site. Respondents can have free access to a survey, or access can be restricted using a username and password.



Outcome

The password system, if it is used, means that surveys are only completed by those who should be consulted. An immediate and up-to-date analysis is available at any time of the day.

Benefits

- Print costs and time delay are eliminated.
- Distribution and collection costs and time delay are eliminated.
- Response coding costs and time delay are eliminated.
- Immediate results are available, including interim analyses.
- Both analyses and raw data can be quickly and easily exported to a spreadsheet for further analysis.

