

## **SURVEY VALUE MARKET RESEARCH DELIGHTS ITS CLIENTS USING KEY SURVEY'S ONLINE CAPABILITIES**

Survey Value Inc. carries out market research studies such as customer satisfaction and loyalty, brand image, and new product requirements, for national and global clients. They are a 'full service' research firm capable of designing the study and sampling plan, carrying out the fieldwork by phone, web or mail, doing statistical analysis and providing professional research reports.

"Providing value is about focusing on what you do best," said company president Gary Kopacek. "Now that online research has become widely accepted, our strategy of high-quality research at reasonable prices requires a robust online survey solution. Our expertise is in the market research itself, so we provide more value by focusing on research and outsourcing the web technology to Key Survey. It's working. Our clients overwhelmingly say they are delighted or very satisfied with our products and services."

Key Survey wasn't the first application Survey Value considered. Before settling on Key Survey, they tried three other online applications – all of which fell short. Some were rejected for insufficient functionality. One required Survey Value's clients to download the application themselves, in order to access their data.

### **“ Key Survey is Easy to Use**

"We chose Key Survey because it's a high-quality solution that is easy to use," Kopacek said. "Key Survey's questionnaire development system and its reporting have lots of great features, and they're highly flexible. Key Survey allows us to spend more time designing useful studies, analyzing findings and discovering key relationships and business drivers. This makes our research data more actionable for our clients."

"I thought it was very intuitive," said Survey Value administrative assistant Melanie Ahlquist. "I programmed a full survey on my first day using it; I was able to set it up and customize it with only a small amount of help."

### **“ Key Survey Helps As A Telephone Interviewing Tool**

Survey Value uses Key Survey both for online surveys and as a tool for computer-assisted telephone interviewing, or CATI. They also conduct hybrid studies, where phone interviewers follow up on recipients who didn't respond to the online surveys.

Survey Value makes extensive use of branching, piping and answer rotation, especially in support of their telephone interviewers. "Branching and piping make the interviews flow more smoothly, like conversations, even though they are completely scripted. This keeps respondents engaged and reduces chances for misunderstanding and error," Kopacek said.

### **“ Clients Appreciate Real Time Feedback**

In collecting customer feedback for clients, Survey Value sometimes encounters customers with problems who want follow-up calls from a Survey Value client. With

Key Survey, the questionnaire can be programmed to give a real-time email alert to the client's customer support people. Clients appreciate the opportunity to improve customer relations by getting back to them quickly.

### “ Online Reports Make Data More Actionable

But perhaps the strongest benefit Survey Value gets from Key Survey is the reporting after the study is finished. Because Key Survey is an online application, Survey Value's clients can interact with the data more easily. Survey Value provides password-protected access so each client can see only their results as raw data inside Key Survey. They can filter and chart the findings and download them in Excel, CSV, PDF or PowerPoint.

“Online filtering, charting and exporting encourage our clients to interact with their data more than they did when we just provided a paper report and a CD,” said Kopacek. “Clients become more comfortable with their information and this makes our research more actionable in their business decisions.”

Kopacek said, “I'm enthusiastic about the value of online reports. As a research company, we could stop at the point of creating the information, or we can take the next step and encourage our clients to interact, be comfortable and start using the data right away. When information becomes actionable, we are part of their profit stream, not their cost stream. With Key Survey we're not just delivering information, we're helping our clients build better products and better brands.”