

Surveys & research

Survey Services is Australian Survey Research's full-service survey and research bureau. The bureau assists clients manage their total information collection, analysis and reporting requirements.

ASR uses a variety of powerful reporting engines to provide client reports over the web which are password-protected.

We collect and report on all forms of information required by business and government enterprises. This includes information from employees, customers, suppliers and stakeholders.

We create custom reports from small and large datasets. These reports can be produced for individuals (eg, 360° feedback) and organisations (eg, employee or customer surveys) as well as for long-term purposes (eg, industry-wide benchmarking).

ASR has developed its proprietary SurveyManager software to collect web-based and mobile data. We also offer the technical services to create interfaces from SurveyManager to your HRIS, CRM, financial and other systems.

SurveyManager runs on our database and web servers housed in a secure data centre in Melbourne, Australia. From here, we can securely reach people online anywhere in the world.

Where appropriate, we use a range of statistical and other reporting tools. ASR specialises in difficult data collection & reporting assignments, often requiring sophisticated statistical analysis and large scale report production

Our principal consultants are all Qualified Practicing Market Researchers and members of the Australian Market and Social Research Society. Our company is:

- ISO AS20252 quality-accredited
- Member Australian Market and Social Research Organisations and AIIA
- A Registered Research Service Provider
- A member of numerous government research and service panels.

Custom questionnaire design

We develop custom questionnaires for many of our clients to reflect their research objectives and unique needs. As well as traditional customer and employee surveys, our consultants are experienced in designing questionnaires for a variety of social and business research projects including program evaluation, audits, audience research, community planning and engagement, benchmarking, service delivery, stakeholder feedback and business feasibility studies.

Full question library at your fingertips

To save time, effort and money, you can use our libraries of questions and questionnaires on a range of topics including customer satisfaction, workforce culture and leadership (360° multi-rater). We can also assist in building your own question library.

Communication

For employee and membership surveys, we can set up a communication process prior to the survey, informing people what it is about, what to expect when their questionnaire arrives, and what will happen after they have answered.

Panel management/community feedback portal

We can manage panels of respondents for you to provide ongoing community feedback. As a service we recruit panelists, maintain their interest, survey periodically, and track all panelist interactions with the client—or we can show you how to do it.

Panel features

- Creation of custom recruitment questionnaires
- Selection based on their answers
- Self-recruitment from your website or directed recruitment by invitation email
- Import existing members directly from CRM, etc
- Run multiple panels, eg, ratepayers, event participants, library users, high volume customers, etc
- Track usage of members (how many surveys they have participated in)
- Opt in/opt out
- Verify & update member details automatically by recruitment questionnaire
- Specific panel questions and libraries of panel questions
- Panel reports.

Service options

1. Do-it-yourself (DIY)

Using our question library (or your own) and our on-line tools, you can create, administer and analyse your own survey on our web site. The main steps are:

- Design the questionnaire, with or without our help, and supply it to us.
- We load your questionnaire into SurveyManager, which is located on our web server.
- You email an invitation to the people designated to participate in the survey. The email message contains a URL (hyperlink) that automatically takes the respondents to the questionnaire on our web server.
- After the completion period, the survey is analysed and reports produced. This can be done using our tools or we can give you a data extract to analyse in-house using the tools of your choice.
- If you want a permanent web survey that collects ongoing feedback, we can give you continuous access to your responses as they come in.
- Alternatively, we can send you regular updates, eg, last month, last quarter or whenever you want it.

2. We host your survey on our web site

You design your own survey (instructions, questionnaire and respondent group) and do your own analysis. We will provide the software to display and distribute the questionnaire, as well as collect the answers.

This can be a one-off survey or an ongoing survey. Security is ensured. We can give you the completed data for you to analyse, or we will assist you to do the analysis using our tools. Our reports can be emailed back to you, broadcast on your Intranet, or made available to selected people through password access. We can do this for a one-off project, an ongoing survey, or a series of different types of surveys.

3. Use your Intranet

We will install our powerful software on site and assist you to conduct your own surveys. We can train your staff to use the software, or do it for you on site. This service covers questionnaire design, with your questions or ours. Reports can be customised to your requirements, or we will extract the completed

survey data and load it into the database or analytical tools of your choice. Our software is compatible with all standard email systems.

4. Survey facilitation

We help you only where needed to carry out one or more steps of the survey process, eg, questionnaire design, drawing up sample sets, analysis, or interpreting your results. Also, you may want to repeat a survey you have run previously, but want to use your Intranet or the Internet for the first time. We have the software tools to enable you to do this. We can help you amalgamate the current survey with the data from previous surveys.

5. Hire us to do it all

We can organise everything for you, including questionnaire design and testing, automatic respondent assignment, questionnaire distribution and follow up, as well as full analysis and report production. We employ statisticians and psychologists who have a wealth of experience in survey design and analysis and you benefit from this in-house expertise.

6. Customised services

Statistical analysis: we undertake specialised analysis of client databases as required providing additional insights of your data.

Business Intelligence: this does not usually incorporate statistical analysis of data. Contact us to create the statistical routines to incorporate into your BI interfaces.

Specialised content: by arrangement with a number of major consulting, psychology and market research companies. We can supply validated instruments, depending upon the purpose of your survey.

Custom reports: our programmers can build reports to your specification for hard and soft copy distribution. We have many pre-designed report formats available as well.

Free text analysis: we have software tools to analyse free text. In many cases, this avoids tedious manual coding.

What we do

We offer a range of services, including:

- Questionnaire design
- Project management
- Data collection
- Survey & research consulting
- Analysis
- Interpretative report writing
- High performance statistical processing
- Specialised business intelligence
- Web access & dissemination.

Examples include:

- Customer satisfaction surveys
- Employee attitude surveys
- Performance appraisals & skills audits
- 360° and other multi-rater surveys
- Training evaluation
- Remuneration surveys
- Psychometric testing and recruitment screening
- Quantitative market research
- Program evaluation and auditing
- Capturing field data from experiments
- Capturing production volumes, work processes or decision steps.

We can run any combination of:

- Web surveys
- Paper forms and questionnaires
- Mobile phones
- Scannable paper forms
- Telephone interviewing (CATI)
- Focus groups, and
- In-depth interviewing.

Survey Services supports seven types of survey/project, including:

- Anonymous
- Anonymous with return later
- Invitational to known email addresses, and
- Multi-rater, including upward feedback and 360°.

For multi-rater surveys such as upward feedback and 360°:

- Our software allows for user-selected respondents
- Questionnaires are bundled together for multiple recipients
- Pre-survey messages and reminders are sent automatically
- Progress is tracked
- Individual feedback reports can be returned by paper, email and web.

The benefits to you

Simple all-in-one solution

We can help you manage the complete survey process from a few people to many thousands of respondents or interviews. Use our facilities to create your own virtual network across the country, and around the world. We give you access to Survey Construction, Administration and Emailing modules through your web browser and in the convenience of your office.

Cost effective

Use the SurveyManager software platform to save you time, money and effort. We can turn your survey around quickly through electronic distribution and collection of responses, by removing the need for third party data entry, and providing instant analysis on line.

Track your survey progress

We provide you with a web interface to monitor and manage all aspects of your survey or we do it for you. You can have pre-loaded messages that go to all survey respondents to advise them of forthcoming events, and when the survey is available.

Identify who has not responded and deal with the bottlenecks that they create. Pre-schedule surveys so that they become available on the dates you want. Monitor the response rate daily. Know when you have met your quota requirements.

Electronic feedback of results & reporting

When you have analysed your survey send all respondents (or just a selected group) web reports so that they can be accessed at any time. Alternatively, we provide paper reports.

Accurate electronic data capture

With our software tools, respondents do their own data entry. This increases accuracy by reducing double handling. And removes the need to use reams of paper.

Progressive analysis

Using dynamic, real-time databases, we can provide you with sampling analysis as your survey progresses. You can pinpoint non-respondent areas, as well as compare answer sets of early responders with late responders.

Ownership of data

You own your survey data, not us. At survey completion, we will send you your data in a format that you can read.

Why use ASR?

Will it take time to organise a dedicated server?

Is your IT Department unable to help immediately?

Do you have limited time and a limited budget?

Then Survey Services is the safe alternative . . .

- Run on our equipment
- We take out the hassle (no need to involve your IT Department)
- Benefit from our experience - we help you or do it all for you

The bureau features:

- Servers housed in secure Data Centre
- Use our database and web servers (or house yours with us)
- Meets Defence security standards
- SSL encryption
- Suitable for internal and public use
- 24x7 up time
- Monthly subscription
- Short term and long term projects
- All types of data and analysis accommodated
- Certified by Defence for handling Commonwealth data.

Our software tools:

- Survey Manager™ for data collection and surveys
- SPSS
- e-Tabs for automated reporting
- Various web dashboards
- Semantria and SPSS Text Analytics text analysis

Textual analysis

We use several text analytic tools to quickly identify common themes within large numbers of comments. These produce well-known maps such as word clouds or thematic clusters. Thousands of comments can be analysed in minutes.

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E-Tabs and Aspose in more detail

E-Tabs dashboards offer all of the standard functionality you would expect including hovers, drill-down, sorting and conditional formatting as well as being able to display a vast array of different chart types.

E-Tabs dashboards allow the user to create customised dashboard views. Using a simple drag 'n' drop facility they can pick the chart objects they are most interested in and then move them around the screen. That way they can focus on their key metrics without clutter.

E-Tabs dashboards accept data in a wide range of formats including SQL, Oracle, MS Access and flat files (e.g. Excel and CSV). The data behind the dashboard can be exported directly to a CSV file for further manipulation. Alternatively, you can export an image of individual charts or the entire dashboard itself to PowerPoint, PDF or PNG.

Aspose supports some of the most popular file formats in business, including: Word Documents, Excel Spreadsheets, PowerPoint Presentations, PDF Documents, Flash Presentations and Project Files. It provides tools that are easily integrated with the applications you develop, whether you work in .NET, Java, SharePoint or get reports from JasperReports or MSRS.

Why use us rather than Survey Monkey?

1. **Our software is more richly featured, and provides panel management**
2. **W3C and WCAC compliant questionnaires**
3. **Data held in Australia in secure data centre**
4. **All survey data amalgamated into single database**
5. **Complies with Australian Privacy Principles**
6. **Local support by survey and technical experts**



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