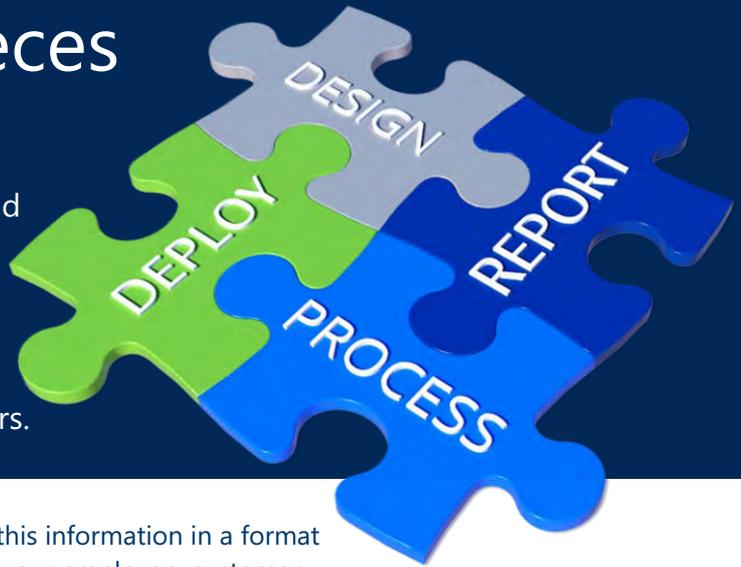# All the right pieces in one package

The collection of all forms of data and information is a core activity of any government or business enterprise. We all need to continuously gather information from our employees, customers, suppliers and stakeholders.

So why not do it properly? Why not obtain this information in a format which you can use instantly and connect to your employee, customer, supplier and stakeholder business processes?

Australian Survey Research has developed the software technology to do this. We also offer the technical services to create the interfaces from SurveyManager to your other systems.

SurveyManager is an integrated, end-to-end application for managing your total data collection requirements. It is the only survey/forms software designed to manage the complete survey process for large organisations from hundreds to many thousands of respondents.

What makes SurveyManager so special?

In a single system, SurveyManager:
- Is an all-web application accessible through your web browser
- Produces web, mobile phone and paper questionnaires
- Provides panel management for obtaining community feedback
- Provides meta-tagging of data at all levels
- Manages multiple panels or communities.

It combines easy-to-use web content management capability with the creation, approval and publication of web content and complex documents in multiple formats.

SurveyManager supports a variety of survey/projects, including:
1. Anonymous: anyone can answer it.
2. Anonymous with return later password: a user can nominate a password and finish the survey in multiple sessions.
3. Anonymous with login codes: anonymous survey with unique login code, used for external distribution.
4. Anonymous with global survey access code: anonymous survey with global password.
5. Invitational: respondent must be loaded into the system before they can proceed into the survey.
6. Invitational: 360° feedback/multi-rater with self assessment.
7. Invitational: 360° feedback/multi-rater without self assessment.

SurveyManager also supports:
- Multiple-use e-forms for enrolment, customer feedback, warranties, etc
- Single-use e-forms for a survey or registration.

Do the lot at once

Use the same system for employee, supplier, stakeholder and consumer surveys with data residing in a common database. Survey thousands of people with different questionnaires at the same time across a nation, across time zones, across languages and across the globe.

It provides flexibility in questionnaire and form design; emailing, web administration, web reporting and/or export to third party analysis products. It manages whole populations of employees, customers and stakeholders, connecting to CRM, HR and other systems.

It contains dedicated features for recruiting and managing multiple panels or communities. Panel members can be surveyed separately or alongside other groups of people.

It enables users to design, assign, distribute, collect and analyse questionnaires and e-forms for a range of surveying purposes. The application can run multiple projects simultaneously, and so will support all the internal and external online data collection/ analysis requirements of any organisation.

SurveyManager has the capacity to send invitation, reminder and other SMS and email messages according to the interactions of respondents to a questionnaire or e-form.

It enables randomised presentation of questions; multilingual questionnaires; pre-formatted colour/style sheets; and enhanced client management screens. At the end of a survey period, reports can be generated over the web, or data can be extracted directly into a range of statistical applications for detailed analysis such as Word, Excel, SPSS®, Statistica®, Crystal Reports®, E-tabs® and dashboards, etc.

Integrated structure

SurveyManager consists of a series of screens that deal with questionnaire construction (authoring), survey administration, logistics management and data extraction, reporting, database configuration and project security & access.

In addition, there are functions for creating paper forms and setting up multilingual questionnaires.

You can add your organisation's logo and colour scheme, as well as pictures, photographs and audiovisual files.

Questionnaire construction

The construction screens are used to design and build paper/web questionnaires and e-forms. They feature:

- Multi-lingual capabilities
- Separate WCAC (level 2) and Section 508 compliant questionnaire co-created
- Question and questionnaire libraries
- Tree structure drag and drop
- Question cloning
- Extensive selection of question and answer types
- Full range of layout options
- Adding help & explanation files to questionnaires
- Insertion of audio and audiovisual files
- File uploads
- Simultaneous authoring for desktops and mobile phones.

Survey administration

These screens manage all aspects of survey preparation, distribution and control. The system can display all current, pending or planned surveys and a full history of closed surveys. As well as tracking survey activities, this is where you import respondents from other applications and set up role relationships for 360° surveys. Other functions include:

- Respondent filters and selection
- On-line assignment of survey respondents
- Pre-set start and end dates
- Password generation
- SMS and email message management
- Status monitoring
- Quota definition and review
- Online reporting
- Data extraction.

Panel management & community feedback portal

These screens manage all aspects of recruiting, using and managing designated panels or communities of people. Features include:

- 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, pool users, library users, etc
- Track usage of members
- Opt in/opt out
- Verify & update member details automatically by recruitment questionnaire

Mobile surveys

There are few restrictions on the complexity of the design that a Smartphone questionnaire can have compared to a web only questionnaire. Users are able to design questionnaires, quizzes, polls, etc in three modes:

- Desktop and tablets only
- Smartphone only, eg, Apple iPhone, Android, Blackberry, Window Phones, etc.
- Hybrid, such that SurveyManager will auto detect which format to deliver to the respondent's device.

SurveyManager allows you to preview both web and mobile interface while you are designing a survey in the system. This shows you exactly how your survey is going to look like on a smartphone.

SMS messaging

SurveyManager enables the creation of tailored SMS templates for invites, reminders, and other purposes.

It integrates SMS and email messaging such that a recipient can receive an invitation, reminder or thank you message by a combination of SMS or email according to user-set parameters and/or their response.

The SMS message system interfaces with a local SMS provider chosen for its high security and assurance that all SMS messages remain within Australia.

All-in-one application

SurveyManager is a single software system that handles the multitude of tasks associated with modern data collection. You can:

- Manage multiple panels or communities
- Maintain extensive question and questionnaire libraries
- Create and design questionnaires with as many questions as you require. Choose from a variety of answering options. Include unlimited instructions. Questions and answer options can be cloned
- Use web (intranet/internet), mobile phone and paper to collect data
- Create and manage a list of respondents that can be imported directly from other systems such as payroll or CRM
- Create and manage custom panels or communities
- Monitor the progress of data collection, eg how many, who, where from
- Automatically create and deliver SMS and email messages to respondents
- Produce a wide range of administrative and feedback reports or export to third party products for specialised analysis.
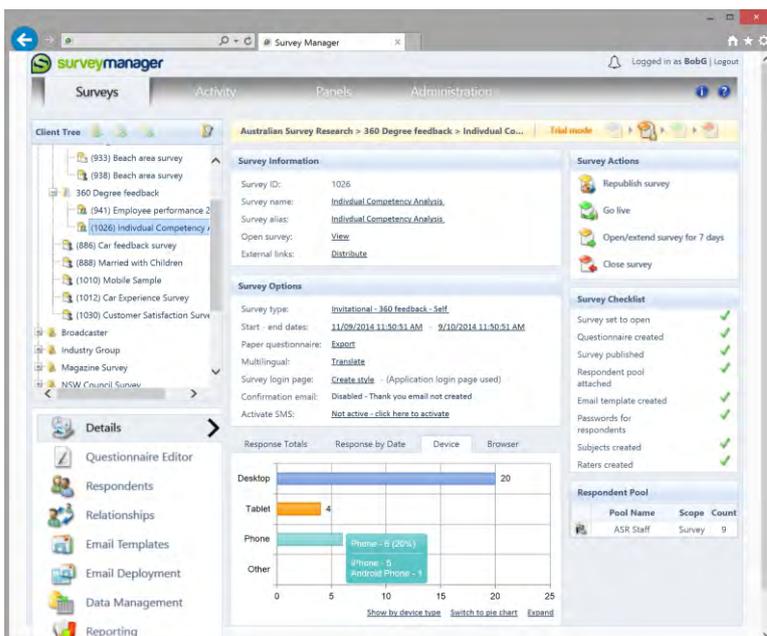
Installation and ways of using SurveyManager

1. **In-house** - Install SurveyManager in-house to run behind your firewall
2. **Host with ASR (Software-as-a-Service)** - Run from ASR's web servers located in a secure Tier 3-4 data centre in Australia with SSL encryption
3. **Facilitated management** - ASR can provide the people and equipment to run the product in your organisation. This means you get constant access to our questionnaire design and survey expertise
5. **Survey services** - Use ASR's survey/research bureau. In this way, you can try the product before purchasing.

E-forms

SurveyManager provides everything you need to easily design, deploy and process electronic forms (e-forms) across the enterprise to speed decisions and assist employees, supplier, stakeholders and customers. This quickly transforms cumbersome paper forms into fully interactive e-forms that directly connect to the applications that drive your business. This process improvement reduces costly errors, streamlines operations, and increases overall customer responsiveness.

Using E-forms

The applications are almost limitless. All organisations use forms for a variety of processes. For example:

- A customer can download a smart e-form from your website. It may be a warranty form. Once they fill it in and send it back to you, its contents are automatically loaded into your CRM database, ready for acting upon
- Or an employee may report an OHS incident online which directly updates your HRIS
- Or the Sales Dept may send customers an email containing an e-form. The e-form contains inbuilt help and active assistance so that customers provide their feedback in a format which you can act on immediately.

SurveyManager applications

- Market research
- Multi-rater and 360° surveys
- Membership surveys
- Panel/community management
- Help desks/CRM
- Customer satisfaction
- Employee opinion/climate surveys

- Program evaluation
- Inventory/asset tracking
- Benchmarking
- Financial/sales tracking
- Mystery shopping and
- Many more . . .

Why use SurveyManager rather than Survey Monkey?

1. SurveyManager has much better features, including community feedback portal
2. Combines SMS and email messaging
3. Our hybrid mode automatically handles mobile phones
4. All your survey data captured into single secure database for storage and analysis
5. Hosted in Melbourne & Sydney on ASR's servers in secure Data Centre
6. Not subject to USA Patriot Act
7. Data storage in Australia as mandated for Australian Government
8. Therefore fully complies with Australian Privacy Principles
9. Local support by survey experts in your time zone.

Learn more at www.surveymanager.com.au

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