

Survey Services

SUCCESSFUL ORGANIZATIONS MUST COLLECT, PROCESS, ANALYZE AND DISSEMINATE VAST AMOUNTS OF CRITICAL DATA. WITH 40 YEARS OF EXPERIENCE IN DATA MANAGEMENT, WE PROVIDE A FULL RANGE OF DATA COLLECTION AND MANAGEMENT SOLUTIONS TO HELP OUR CUSTOMERS ACHIEVE SUCCESS.

Scantron designs, develops and operates standard and custom data management solutions to support business objectives. We combine multiple technologies such as paper, fax, telephone and Internet in innovative ways to provide timely, accurate, reliable and cost-effective data collection and management services.

- Data collection
- Data storage
- Data perfection
- Data analysis and reporting

Data Collection

Businesses need to collect data from several sources in a wide variety of media to meet their objectives. Data from customers, other businesses, and the general public is collected in multiple formats. We can assist you in all of your data collection projects. Our data collection technologies include:

Optical Mark Read (OMR) Scanning

Our OMR scanners read pen and pencil-marked forms and can detect smudges and erasures. We also offer compatible custom and standard scan forms for OMR scanning applications, as well as forms design software, print personalization services, and training and support services.

Key Entry

For some projects, key entry is the most effective data collection solution. Key entry work can include the capture of information from damaged and unscannable documents, or from open-ended responses on scannable documents. Many of our projects involve heads-up key entry, which combines imaging technology with traditional key entry methods

Web-Based Applications

We customize Web-based data collection tools to meet business needs. Through custom applications, we combine responsive Web-based user interfaces, electronic data file upload and download capabilities, and

flexible database architectures. By enabling data collection through the Internet, reporting capabilities are generated in real-time, which offer customers immediate and accessible information.

Optical Character Recognition (OCR) and Intelligent Character Recognition (ICR) Scanning and Imaging

OCR technology gives scanning and imaging systems the ability to turn images of machine-printed characters into machine-readable characters. ICR technology allows scanning and imaging systems to turn images of hand-printed (not cursive) characters into machine-readable characters.

Interactive Voice Response

We build cost-effective, customer-friendly data collection systems by using IVR technology. Callers can request or input information with a single phone call and touch-tone keypad. Customers use our IVR systems to order materials, request reports, check the status of applications and participate in surveys.

Telephone Interviews And Surveys

We provide inbound and outbound telephone interview and survey services. The design and length of telephone interviews and surveys are tailored to meet the needs of each project. The elements of the survey can include skip patterns and open-ended questions, which allow for customized survey information geared to each participant's responses. Both of these elements can be incorporated into the format of both inbound and outbound interviews and surveys.

Data Storage

Many of our customers require large-scale data management, including storage and retrieval of imaged documents. Scantron Assessments' capabilities not only extend across mainframe, mid-range, and PC platforms, but also include cross-platform solutions. To help ensure data integrity, all information assets are stored in controlled environments, equipped with security alarm systems and environmental controls.

Data Perfection

We have developed data perfection software programs that check for the complete entry of data. For imaged data, the software allows verification and correction of names and addresses. The software flags questionable data, which is then verified and key entered to help ensure accuracy.

Data Analysis and Reporting

Reporting and Analysis completes a data collection project and true insight into the data. We can provide simple canned-reports to custom designing reports to meet your specifications. From simple reports to complex reporting and analytic applications, we can meet your reporting needs.

We work with large-scale data project and often our customers need to have a strong application to view their data. In an effort to provide daily and flexible access to data, we offer our customers leading-edge data analysis and reporting. The benefits to your organization are profound, immediate and impactful.

SURVEY DATA PERFECTION

COMMENT ENTRY

Our comment entry services include key entering written comments specified by our customers. Comments can be typed verbatim or edited. If industry or customer specific jargon appears in the comments, we will incorporate the unique words into a dictionary so they are not modified erroneously. All comments are tied back to data files by a match back indicator, allowing comments to be sorted by any field on a document.

COMMENT CODING

Trends in open-ended questions can be detected through our comment coding services. Our consultants read and analyze questions and develop code lists. These lists categorize comments and allow the coding department to place each comment into a meaningful category. Comment reports show frequency and trends over time.



For more information, visit us at www.scantron.com or contact your Scantron representative at 1-800-722-6876 or email info@scantron.com.

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