

Survey Services

QR OR QUICK RESPONSE CODES PRESENT A FAST AND CONVENIENT WAY TO CONNECT WITH YOUR CUSTOMERS AND EMPLOYEES. IT INCREASES CUSTOMER AND EMPLOYEE FEEDBACK IN A WAY THAT IS IMMEDIATE, FUN AND VERY EASY TO IMPLEMENT AND USE.

WHAT ARE QR CODES?

A QR code is a specific matrix barcode (or two-dimensional code) that is scanned by a QR reader. All types of transitory media including web links, email addresses, SMS/MMS notifications, and advertisements can be imbedded in the QR code for immediate access by a camera-enabled smart phone. Recent studies from Nielsen indicate that by the end of 2011 50% of mobile phone users will have smart phones. Several smart phones already have a QR reader installed; others have several free readers available through a smart phone app store.

PUBLISH SURVEYS AND DATA COLLECTION FORMS USING QR CODES

Scantron Survey Services harnesses the power of mobile technology to drive your potential respondents directly to a survey or other data collection form using QR codes to collect immediate feedback – respondents no longer have to type long URLs or phone numbers. QR codes provide instantaneous, direct and targeted research or data collection anytime, anywhere.

TAKE ADVANTAGE OF USING QR CODES FOR SURVEY AND DATA COLLECTION INVITATION:

- Add QR codes to your current survey and data collection to increase response rates - paper, web, phone or a combination of these methods.
- Use QR codes at a location or printed on a receipt to allow respondents to access your survey immediately after a transaction. The QR code allows you to tie a transaction back to a specific location, combine it with other survey data and include it in reports.
- Distribute QR codes on promotional materials, direct mail, emails, website pages and receipts to drive your customers to a survey, data collection form or a new product or informational page with a market research study on your web site.
- Track QR code scanning to see who is reading the QR codes by location, transaction and other demographics.

SUGGESTED APPLICATIONS:

- Customer Experience Surveys
- Net Promoter™ Scores
- Instant Opinion Polls
- Online Market Research
- Employee Surveys
- Applications or Renewals
- Operational Data Collection



For more information, visit us at www.scantron.com or contact your Scantron representative at 1-800-722-6876, ext. 7791 or email pamela_briggs@scantron.com.