

# Survey Suites

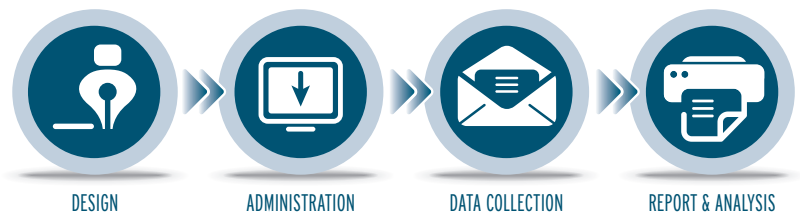
A More Powerful Survey Solution.



SURVEY PROFESSIONALS WANT THE FREEDOM AND POWER TO TACKLE ALL ASPECTS OF THEIR SURVEY PROJECTS. IN ORDER TO CAPTURE THE BEST SURVEY DATA AND OBTAIN THE HIGHEST RESPONSE RATES, RESPONDENTS MUST BE ABLE TO CHOOSE FROM THE WIDEST RANGE OF SURVEY DELIVERY METHODS. OFFERING CHOICES MAKES FOR A SMARTER, UNBIASED SURVEY THAT DELIVERS VALUABLE RESULTS. FOR THIS REASON, SCANTRON OFFERS SURVEY SUITES: SOFTWARE, HARDWARE, SERVICES AND FORMS PACKAGED TOGETHER TO GIVE SURVEY PROFESSIONALS A TOTAL SURVEY SOLUTION. THIS SOLUTION PROVIDES YOU WITH POWERFUL FUNCTIONALITY, DEPTH AND BREADTH—NOTABLE ATTRIBUTES IN THE SURVEY INDUSTRY.

## The Survey Process

In order to be successful, survey professionals must understand the distinct aspects of a survey. First, surveys should be intuitively and effectively designed. Next, they need to be efficiently administered. Then, the survey data needs to be quickly and accurately collected. Finally, the data should be displayed in clear, thorough reports to allow for comprehensive analysis.



### Design

An intuitive and effectively designed survey is a critical building block for success. Well-designed surveys, regardless of format, help to increase response rates, minimize survey costs and improve data accuracy. Surveys can be designed for web with e-mail invitations, scannable forms and kiosk campaigns. The goal is to ensure that, regardless of collection method, the responses can be consolidated into a common database.

### Administration

Flexibility, when administering a survey, is key to that survey's effectiveness and efficiency. Surveys are most effective when they're administered using multiple distribution methods. In other words, there's no single delivery method that serves as a magic bullet to produce high response rates. For real data with real meaning, a survey must reach the audience in a format that is both convenient and cost-intelligent.

## Data Collection

Data collection is one of the most complex aspects of survey administration. Gathering responses from survey participants can appear daunting to even the most seasoned professionals. Participants may be responding by paper, kiosk, disc or web. All of this data has to be collected—quickly and accurately—into a common database for reporting and analysis. Scantron recognizes this challenge, and offers the tools necessary to make the data collection phase as straightforward and reliable as possible, while saving time and money otherwise spent on data entry personnel.

## Survey Suites

Scantron offers two customizable survey suites to better facilitate the survey process. The suites are comprised of survey software, scanners, custom forms, training and support.\* For survey professionals seeking a comprehensive survey solution, Scantron offers a complete set of tools to build a powerful survey solution.

### The Professional Suite

The Professional suite offers significant savings with locally installed software bundled with a scanner, training, software / hardware support and forms. It is comprised of:

- SurveyTracker Plus® Email/Web software—a survey software solution that makes your Web survey tasks like design, development, distribution, and reporting much easier and more effective. The software supports scannable forms and non-scannable paper surveys.
- iNSIGHT™ 20 Scanner—The scanner has the efficiency and accuracy of Scantron data collection, with the added benefit of image-based data collection, clipping, and archiving.

## Reporting & Analysis

Surveys are conducted for the response data. Survey professionals inevitably want to look at data from several angles. Being able to filter the data, and then display it in a variety of clear and informative reports, allows for more thorough analysis. Scantron understands that the more quickly reports can be put in the hands of an organization's influencers and decision makers, the more quickly change can be affected.

### The Enterprise Suite

The Enterprise suite offers additional savings with the *network version* of the software bundled with a scanner, training, software/hardware support and forms. It is comprised of:

- SurveyTracker Plus® Email/Web Network software—an enterprise software solution, and survey management tool, which promotes collaboration of development responsibilities between team members. This cost-effective tool streamlines development time by providing a better platform to produce and deploy surveys using a variety of distribution methods.
- iNSIGHT™ 20 Scanner—The scanner has the efficiency and accuracy of Scantron data collection, with the added benefit of image-based data collection, clipping, and archiving.

*\*Please contact your Scantron sales representative for specific suite details and pricing.*

For more information, visit us at [www.scantron.com](http://www.scantron.com) or contact your Scantron representative at 1-800-722-6876 or email [info@scantron.com](mailto:info@scantron.com).

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