



# SurveyTracker Plus<sup>®</sup>

*The survey software that gets the job done*

Feedback—from customers, employees, students, faculty, and others—is vital to your organization’s continued success. SurveyTracker Plus is the perfect survey solution for delivering professional results. SurveyTracker Plus uses Scantron<sup>®</sup> technology to design, print and scan scannable forms.

## ***Tired of manually keying data from paper-based surveys?***

Manually keying survey data can take hours or days to complete, depending on the size of the task. SurveyTracker Plus saves you time and money by automating manual tasks such as form creation, distribution, response collection, and data analysis.

## ***Discovering “free” is not always free?***

“Free” online tools seem like a great idea. Unfortunately, most “free” online tools limit the types of questions you can ask and the reports you can see. Plus, each survey is a separate data set. If you need more robust question options or need to compare results year over year, SurveyTracker Plus can help.

## ***Need multiple surveys with multiple delivery methods?***

Your respondents may represent a wide variety of technology comfort levels. Some may prefer paper while others want to take the survey online. Studies show that response rates improve dramatically when respondents have a choice of how to complete the survey. SurveyTracker Plus provides multiple ways to send your survey.

## ***SurveyTracker Plus is your answer***

You need a tool that is responsive to your exact timing and needs, that allows you to easily design effective surveys, deliver them cost-effectively via multiple methods to reach *all* your respondents, and quickly view the results that help you make better decisions or improve your products and services.

### ***Two versions to target your survey delivery needs***

#### ***SurveyTracker Plus:***

***Paper Surveys:*** Printed, scannable surveys for respondents who aren’t online. Use standard forms purchased or printed at Scantron. Or use the optional PrintFlex™/ScanFlex™ Add-On Component and print your forms using plain white paper purchased from Scantron or a local supplier.

***Survey-by-USB:*** Surveys placed on a network or USB drive and passed to respondents.

#### ***SurveyTracker Plus Web Survey Hosting:***

***All the great delivery options in SurveyTracker Plus and:***

***Host Surveys In-House or on Web:*** Upload and host surveys on your own servers or host them on the SurveyTracker web server for a subscription fee.

***Standards-Compliant:*** Web surveys support both standard and accessibility surveys that enforce standards as defined by the ADA and Section 508 of the U.S. Rehabilitation Code.

## SurveyTracker Plus supports the complete survey design process



### Design

Easily design survey forms (online, paper, or both):

- **Wizards:** Easily create a survey or report, define a survey style, or distribute surveys.
- **Libraries:** Save time with pre-developed content such as surveys, questions, images, survey styles, or reports, or create your own.
- **Question Design:** Create and reuse questions and scales such as single or multiple response, horizontal numerical, true/false, and write-in.

### Administration

Use administration options to set up and send your survey:

- **Audience List:** Send to your entire audience or generate a statistically valid sub-sample of the list.
- **Hidden Questions:** Reduce survey length and increase reporting options by pre-populating selected questions from linked audience data.

### Data Collection

Collect data rapidly regardless of your distribution method(s).

- **Online Surveys:** Administer surveys online; combine and contrast data with paper results.
- **Paper-based Surveys:** Use integrated Scantron scanners and avoid manual data entry.
- **Image Clips:** Clip hand-written responses from open ended comments on paper forms.

### Report and Analysis

Quickly generate reports based on existing reports, report templates, or create your own.

- **Multiple Table and Graph Formats:** Choose from many types of tables and graphs, each of which can be customized to suit your needs.
- **Advanced Data Filtering:** Pinpoint and display the results you want, how you want to see them, including time trends and data comparisons.

## Add-on components expand your options

### SurveyTracker Plus Network Version:

Enable distributed team members to work simultaneously on a project.

### 360° Evaluation Add-On Component:

Automate many of the more advanced 360° evaluation processes.

### PrintFlex/ScanFlex Add-On Component:

Print scannable forms on plain paper from Scantron or your local paper supplier.

### Course Evaluation Add-On Component:

Develop meaningful and informative reports for each class or instructor.



**GET THE RESULTS YOU NEED TO MAKE INFORMED BUSINESS DECISIONS TODAY!**

For a free consultation to meet your organization's goals, call **800.722.6876** or visit us at **www.scantron.com** to learn more.

### About Us

Scantron® provides technology to help you collect data you can use. We offer solutions and services, delivered with the quality you expect from decades of experience. Whether you need to work on paper, online, or anywhere in between, Scantron can meet you where you are and help you get to where you want to be.