



Survey Services

Organizations today face many challenges. Finding out what your customers are thinking doesn't have to be one of them. Our services and solutions ensure your survey projects are successful from inception through completion by providing full-service survey development, data collection, multi-channel delivery, and project management solutions that address compliance, ensure equity, and increase response rates.

Trying to understand how your customers or stakeholders feel about your products and services?

Keeping a finger on the pulse of customer and stakeholder opinion distinguishes high-performing companies from their competitors. One of the most effective ways to capture these opinions is a survey.

You have questions—Scantron Survey Services can help you get answers to drive your business strategy and improve customer satisfaction.

Need to increase response rates?

One of the easiest ways to increase response rates is to make sure your survey is delivered in the right way to the right people. That's why Scantron Survey Services provides multi-channel deployment, with options for mobile, web-based, paper, and moderated surveys.

Scantron can also help with qualitative research projects such as focus groups. We'll locate a facility, recruit panelists, and moderate the session.

Looking to drive accountability as part of a compliance effort?

You may be performing research or a survey because a local, state, or federal regulation or an organizational initiative mandates it. You know the requirements, but may need help creating a survey that complies. Our survey design and development experts can ensure your survey reflects design and delivery best practices.

Want to ensure your surveys are fair, equitable, and free from bias?

Your respondents represent diverse generations, genders, ethnicities, physical abilities, and other unique characteristics. To get the most reliable data to drive crucial decisions, you need to avoid excluding potential participants.

Scantron's survey development experts build in accessibility, fairness, and equity from the ground up. We include a thorough usability and bias review to ensure you don't miss responses due to avoidable issues.

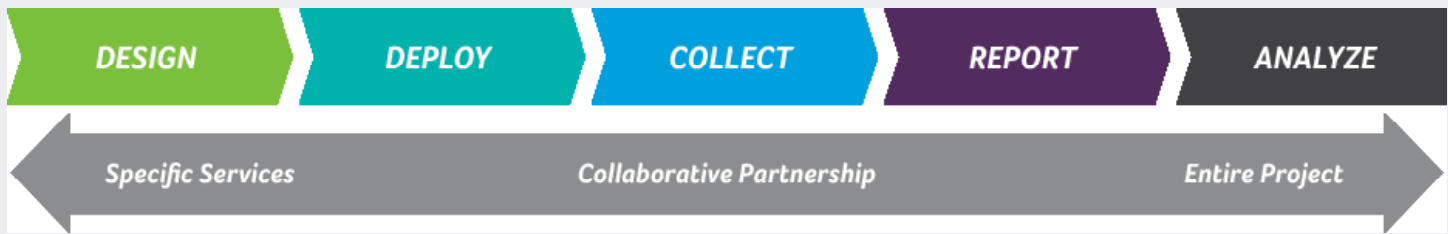
Multiple deployment options increase response rates

- Mobile device
- Web page
- Paper
- Moderated



How can Scantron support your surveys?

Scantron Survey Services works with you to determine customer loyalty and satisfaction, perform transaction surveys, develop administer research surveys, and much more. Typical survey activities follow a defined process.



Experience and expertise

Scantron has more than 40 years of experience and expertise in survey development and administration. We've helped many clients create surveys to gather crucial business and research data.

We provide packaged service plans and customized development to meet a wide variety of specific needs for surveys such as:

- Customer Satisfaction and Loyalty
- Constituent and Resident Research
- Stakeholder Engagement
- Market Research and Focus Groups
- ...and much more

Scantron carefully listens to your needs and guides your research and data collection so that you receive results that help drive thoughtful and responsive organizational improvement.

Flexible delivery model (scale up or down)

Scantron is your survey partner—we can do as much or as little of the project to meet the requirements of your research goals. Whether you need just a little help to get your team through crunch time or want to outsource a complete survey project of any size, our experts can help you run it smoothly and get the results you require.

Full-service solution provider

Scantron's survey experts on staff and tenured project managers can work with you to design custom surveys and research based on best practices for survey instruments, data collection, and extensive analysis and reporting.

Prefer to do it yourself? Ask about our installed or hosted survey software and hardware solutions.

"We couldn't have accomplished our dental health survey without Scantron's help. Scantron had the resources and the experience to provide us the guidance we needed for a statewide survey. They also had the capability to collect responses, organize them, and deliver results."

*Christine Farrell, RDH, BSDH, MPA
Oral Health Program Director, Division of Child and Adolescent Health, MDHHS*



**CAPTURE INSIGHTS TO
INFORM DECISIONS TODAY!**

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

About Us

Scantron® Survey Services provides solutions to help you collect data you can use. We deliver the quality you expect from decades of experience. Whatever your survey or research needs, Scantron can meet you where you are and help you get to where you want to be.