

surveyMaker

deeper customer insights for smarter business decisions



Create and publish your online survey in minutes and view the results graphically in real time. Simply create your survey and email it to those you would like to participate. surveyMaker will take care of collecting and recording responses, leaving you just to analyse the results.

surveyMaker is an easy to use, flexible online application that allows you to create, deploy and manage online surveys. This web-based integrated solution allows you to manage all aspects of the survey process on a single platform.

No programming knowledge is required to both design and deploy your surveys. The surveyMaker design, analysis and reporting tools are simple and intuitive to use, enabling you to gain powerful insights into what drives and motivates your market. Easily share these acquired insights with others using the surveyMaker custom report tool.

surveyMaker lets you:



Design

Create your own template and add questions from a comprehensive drag'n'drop question library.



Deploy

Select the mailing list you wish to survey and either send now or schedule a time. You can also send reminders



Collate

Let surveyMaker take care of collecting and recording responses. You can view the data in real-time.



Analyse

Easy to use tools lets you analyse results graphically. Responses can be re-ordered and filtered, and custom reports created and shared with others.

surveyMaker gives you the power to understand your market and make informed decisions.

Examine the features and benefits of using surveymaker as your survey application of choice:

Features	Benefits
Multiple survey templates	→ Create multiple survey templates, appropriate to your identity. This control will give you greater consistency and control over your brand.
Survey types	→ Create either open (in which anyone can respond) or closed surveys (to invited participants only). You can send your survey invitation using surveyMaker's built in mailer, or link your survey invitation to messageMaker.
Comprehensive question library	→ A comprehensive question library and question options enables you to select the right question to get the best response from your participants.
Drag and drop questions	→ Add questions to the survey canvas using our NEW 'drag-n-drop' feature. This new feature makes re-ordering questions quick and easy!
Skip question logic	→ Integrate skip question logic and other question option types to move participants to the right part of the survey to create a great user experience.
Return to survey feature	→ Respondents, who have started, but not completed the survey, can return to the place they were previously, Saving them time and making it easier to complete. This also helps you to get more complete responses.
Quotas and deadlines	→ Gather relevant responses using the quotas and deadlines option This allows you to create meaningful data samples within the margin of error.
Pre-populated answers	→ Answers to questions can be pre-populated by creating references to custom field data in your subscribers mailing lists. This makes it easier to update your data and allows respondents to ensure their information is correct and up-to-date.
Randomise question options	→ Multiple choice responses can be randomised, thereby enabling greater accuracy and less bias in your results.
Survey reminders	→ surveyMaker allows you to send reminders to those who have not either started or completed the survey. Reminders will only go to those participants.
Real-time results	→ View responses as they are submitted. This allows you to get a feel for the survey before you start formally analysing your results.
Create custom reports	→ Create as many custom reports as required. For each report you can include or eliminate questions, re-order and apply question filters to deeply analyse your results. Your custom reports can easily be shared with others.
Graphic and customisable reports	→ Display the data from each question using different graph options. This allows greater comprehensive analysis of your valuable data.

For more information about surveyMaker visit surveymaker.co.nz,
or call us on 04 801 8034
Hyperlink Limited, L7 Quinovic House, 32 Kent Terrace, Wellington, New Zealand

