

Snap Surveys Limited

G-Cloud Service Definition

Snap Surveys Enterprise Hosted Service

Company

Snap Surveys is one of the longest standing suppliers of survey software solutions, having been in business for 35 years. Snap Surveys is UK company, with a full service offering including the backup of an in-house market research department. Snap Surveys remains at the forefront of innovation in survey software and continues to offer market leading solutions for gathering, analysing and driving action on feedback.

Enterprise Hosted Service

Snap Surveys Enterprise Hosted Service offers the best value package of price and features available on the market today. Combining all the survey management tools of Snap WebHost with the additional features available in desktop and mobile applications, plus a custom URL, this is a complete survey solution.

Survey Design

The service includes free set up of a branded template survey, enabling users to design professional and engaging surveys. The service allows users to deploy advanced questionnaire design features including a wide range of question styles, routing, masking, text substitution, visual questions and in-survey calculations. The service supports questionnaires in any language, including right to left languages and character based languages, and can automatically present online questionnaires in the respondents preferred language.

This service also supports multi mode surveys, so the user can choose which mode, or combination of modes, will best suit the potential respondent population and elicit the best response rates. Modes include online, offline, mobile, paper and kiosk surveys.

Features such as response validation can be used to ensure consistent data is gathered. For example, if a question asks for the selection of at least three items from a list of 10, the respondent will be unable to move to the next question until three items have been selected. Respondents can be given the option of adding attachments, which could be in the form of an image, a video clip, an audio clip or a static file such as a word document.

A narrative example of how some of these features can be used and combined in a sophisticated feedback solution is given below.

Survey Administration

When survey design is complete the questionnaire can be published in any combination of the modes noted above.

The ability of Snap Surveys Enterprise Hosted Service to handle paper questionnaires is a significant distinguishing feature from its competitors, and enables difficult to reach demographics and non computer users to be included. If the organisation carrying out the survey has a duty to include feedback from difficult to reach pockets of their potential respondent population then paper questionnaires could be essential.

When deploying web questionnaires in Snap Surveys Enterprise Hosted Service, the features available make the survey experience automated, efficient and enjoyable for the user and survey respondents. Linking to an external database can be used to pre-populate a questionnaire with known information about individual respondents (such as name, address, demographic information or language preference) and that database can be automatically updated with new or amended information gathered by the survey.

Web surveys will automatically adapt to the screen on which they are being viewed. Surveys can be remotely uploaded to mobile devices for off line interviewing when fieldworkers might experience no, or an intermittent, internet connection.

For the survey as a whole, start and finish dates can be set, and the invitation and reminder process can be personalised and fully automated. Quota's can be set, either by response to a single question or multiple questions. Identified respondents can leave a survey part way through and return later to complete it and/or receive automated completion reminders for partially completed surveys.

A narrative example of how some of these features can be used and combined in a sophisticated feedback solution is given below.

Analysis and Reporting

Included with every survey is an automatically generated questionnaire report and summary report. For many users this is all they will need.

For users who need to carry out more detailed analysis a great many analysis tools and statistical features are available in Snap. There are too many to specify individually here, but a full list can be found at: <https://www.snapsurveys.com/survey-software/key-features/>

For users who wish to harness the full power of Snap Surveys Enterprise Hosted Service, reporting can be used as a proactive tool to drive improvements throughout an organisation. In Snap we have email alerts and Smart Reporting which can include:

- Email alerts triggered by specific responses
- Emailing respondents after survey completion with a summary of their responses and, if required, additional information can be included conditionally based on responses to specific questions
- Automating the creation of dynamic and repeatable reports which can include additional information conditionally based on responses to specific questions
- Automatically tailoring reports to specific readers

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Security

Snap Surveys Limited was one of the earliest Survey Software suppliers to implement ISO 27001, first being certified in April 2013. The data centre provider hosting Snap's Enterprise Service is also ISO 27001 certified. The data centre is in the UK and data is stored and processed in the UK.

Survey Example

To help explain some of the possibilities available to users of the Snap Surveys Enterprise Hosted Service the example that follows is based upon an existing system. Healthcare is used in this particular example, but a very similar set up could be used in an educational setting, a local authority, a housing association, a government department and so on.

The scenario is a health trust which runs several hospitals. Within each hospital are multiple wards. The desired outcomes from the survey system are:

- A multi level reporting structure giving appropriate information at each level
- An alert system for answers to specific questions

This is achieved as follows.

First the survey is designed. The potential respondent pool is every patient staying at least one night on a ward. Hospital discharge procedures include asking each patient how they would like to complete the survey; there and then using a URL on a smart phone, an email link for later, or there and then on a hospital tablet, and the survey is set up accordingly.

The question set includes sections relating to medical treatment, nursing care, facilities, cleanliness, communication and catering. A variety of different question styles are used in the survey, including:

- A routing question – ‘have you stayed overnight at this hospital before?’ If answered Yes the next question shown will ask the date of the previous stay, if answered No the survey will go directly to the next relevant question.
- A response validation and masking question – ‘choose the two phrases from the following list that best describe your stay’. Response validation ensures two, and only two, phrases are chosen while masking removes the first chosen phrase from the list while the second phrase is chosen.
- A text substitution question – the question ‘how satisfied were you with the cleanliness of the ward?’, if answered from the multi choice list ‘very dissatisfied’ is followed by the question ‘You answered that you were very dissatisfied with the cleanliness of the ward – can you tell us why?’ and a free text box.
- A visual or interactive question – such as a smiley slider
- An in survey calculation – a question is asked regarding dates of admission and discharge from the ward, and the survey then calculates the number of nights stayed and puts that value into a follow up question confirming the number of nights stayed, which then routes through different questions depending on the length of stay.

When the survey is deployed it is linked to a database, so survey recipients receive their questionnaire pre-populated with their name, the ward they stayed on and the hospital they were in. Reminders are automated, so those who chose to complete the survey later by following a link in an email will be prompted for a response.

As responses are received the automated analysis and reporting begins and is a continuous process. The precise set up is entirely at the discretion of the user, but in this example:

- Email alerts are set up so that if particular answers are given to specific questions, such as an answer of ‘very dissatisfied’ to the question ‘how satisfied were you with the cleanliness of the ward?’, then the ward manager will receive an email giving the dates of stay so that the matter can be investigated.
- Users at each level (trust, hospital, ward) can log on at any time and run reports based on their level of access:
 - ward managers will see the results for their ward, and could be set up to be able to compare their results with data from other wards, the whole hospital or the whole trust
 - hospital managers will see the results for their hospital, and could be set up to be able to compare their results with data from other hospitals or the whole trust
 - hospital managers will be able to drill down to see the results for individual wards in their hospital
 - trust managers will see the results for the whole trust
 - trust managers will be able to drill down to see the results for individual hospitals and on down into individual wards

- Multiple predetermined actions can be conditionally inserted into the reports. Using ward cleanliness as an example, a range of possible scores could result from the surveys undertaken and each level of scoring would trigger certain action paragraphs to be inserted into the report. Low cleanliness scores would insert required improvement actions into the report, medium cleanliness scores would insert suggested improvement actions into the report and high cleanliness scores could be acknowledged or praised in the report.

The end result of this process is much more than carrying out a survey and analysing the results. It delivers meaningful reports which lead to specific actions which are designed to feed into a process of continuous improvement in the organisation concerned.

Further Information

Full details of all Snap Surveys products and services, including feature lists, sample surveys and video clip examples can be found at <https://www.snapsurveys.com/>