

Smart reporting

Adding value by improving outputs



snap[®]
surveys

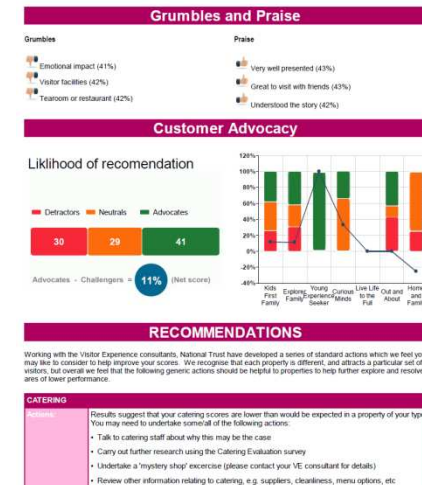
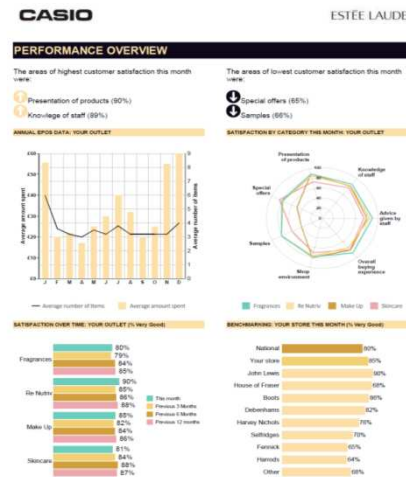
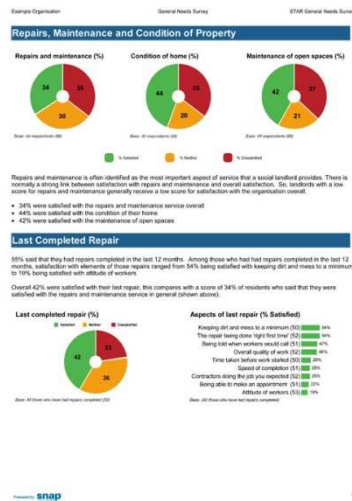


Cornerstones of smart reporting

Useful commentary

Benchmarking & repeatable reporting

Intelligent reporting



(Dynamic fields)

(Contextualisation)

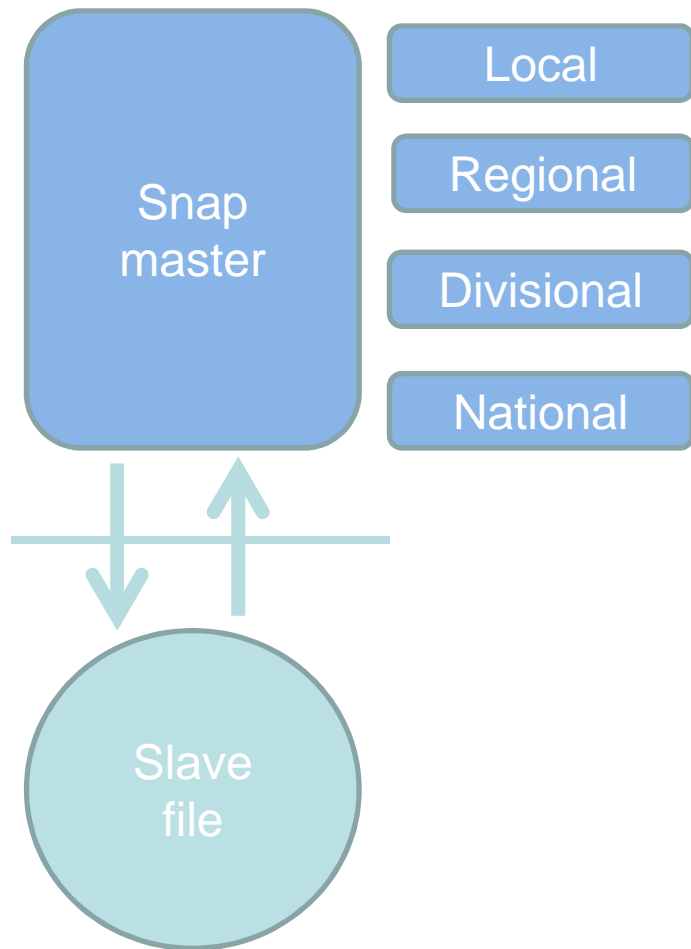
(Conditional inclusion)



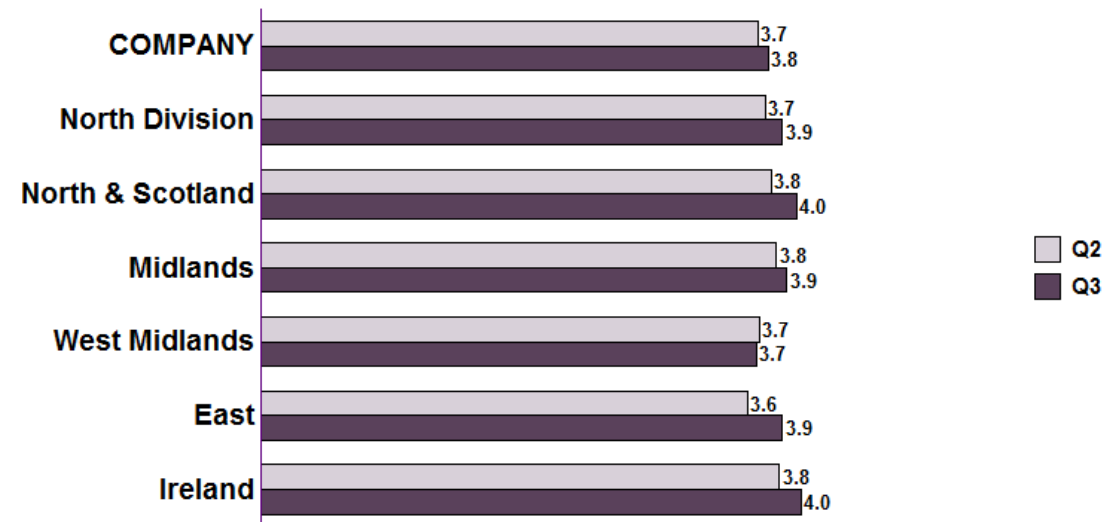
Delivery mechanisms



Service



General cleanliness and tidiness of the club over the last month

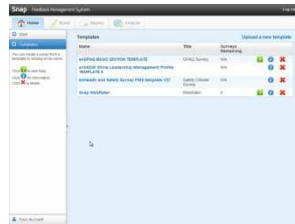


Figures show mean scores for "General cleanliness and tidiness of the club over the last month"
Base: (All respondents)

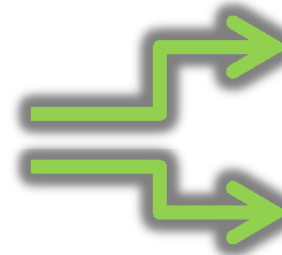


DIY/Ready To Run

Snap FMS

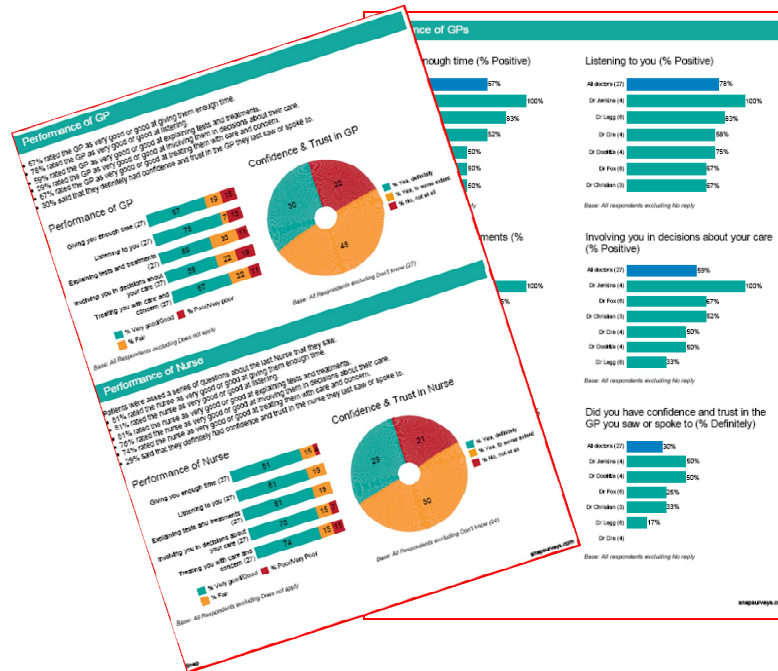


Tailored questionnaire

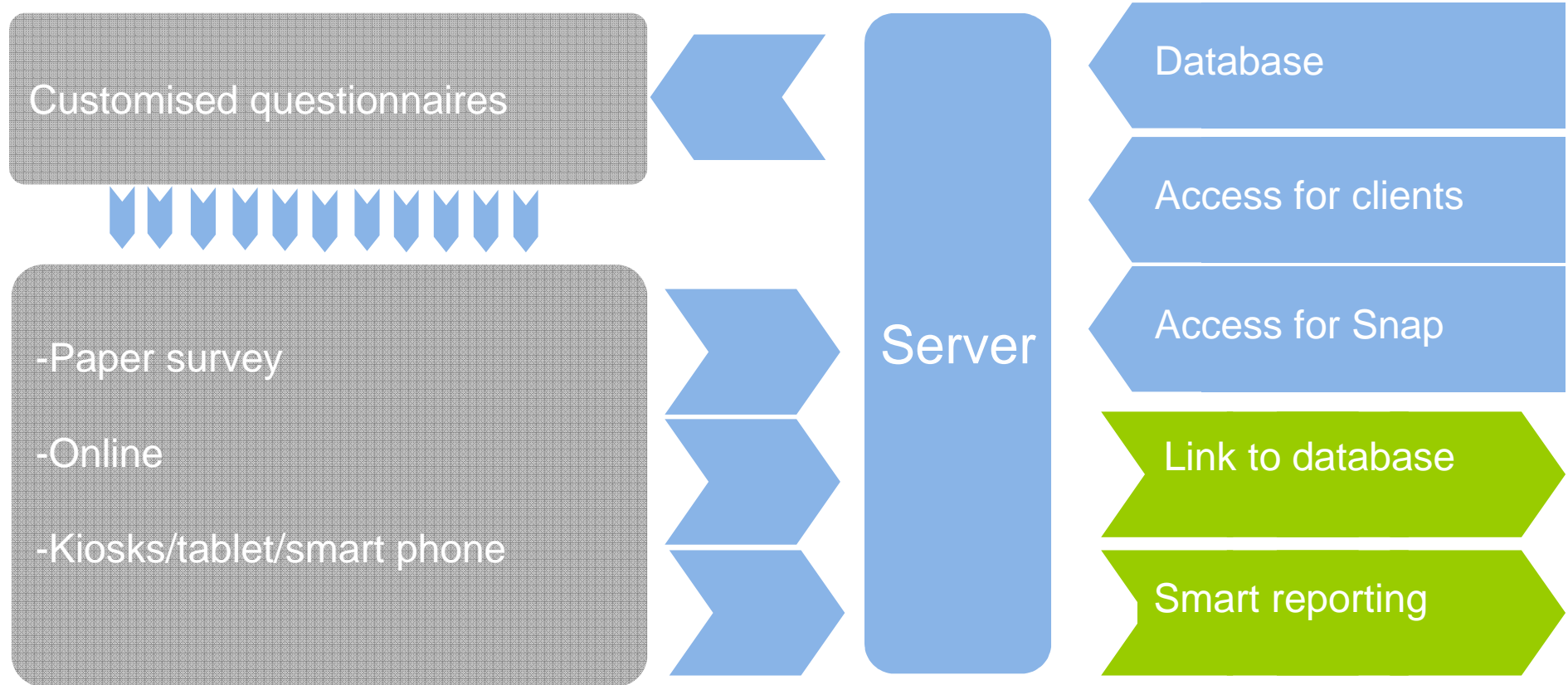


Tailored analysis

Tailored report



Server based



Questions?

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End of presentation
Thank you

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A catalogue of DIY disasters

By Zoe Smeaton
BBC News Magazine

A man who survived shooting himself in the heart with a nail gun had a miraculous escape, but he joins a long list of accident-prone victims of DIY.

A two-inch nail in the heart would seem like a nail in the coffin, but surgeons managed to save the life of Nigel Kirk, who felt a pain after tripping on a towel and hearing the nail gun go off.

Staff at the hospital in Leicester said scar tissue from a previous illness saved his life, although one millimetre more would have been fatal.

"I count my blessings every day that I'm still alive," said Mr Kirk, 53.



DIY tools can be deadly weapons

DIY ACCIDENTS IN UK

- ♦ **70** people die each year as a result of DIY accidents
- ♦ **100,000** people per year visit hospital casualty departments after DIY injuries
- ♦ **40,000** people go to hospital every year following accidents involving ladders or stepladders
- ♦ **20,000** accidents are caused by knives and scalpels per year making these the most dangerous DIY tools
- ♦ **4,000** people fall victim each year to the seemingly harmless paint and paint pots

SOURCE: RoSPA

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surveys

From: ASC Administrator [administrator@asc.org.uk]
To: Ed Hockey
Cc:
Subject: ASC April Events - Book Now!

Sent: Mon 26/03/2012 12:56

ASC APRIL EVENTS – BOOK NOW!

Think opportunity! Smart research technology for cost-conscious times

ASC One Day Conference, Friday 27th April 2012
Imperial College, Kensington, London SW7 2AZ

Since 2008, the economic downturn has had a profound effect on the economy. Businesses and organisations have been forced to re-evaluate budgets and approaches in the face of falling investment and shrinking demand. At the same time, clients and stakeholders are still demanding at least the same levels of service as before. The ASC's next one-day conference will examine these challenges and how improvements in the technology used in research can create opportunities to achieve better research, or do it better, with less cost and effort involved.

Questions to be addressed will include:

- How can efficiency savings be achieved through new or better use of technology?
- Can increased automation in research bring reductions to cost and time, without compromising quality?
- What are the practical experiences of using server virtualisation and cloud computing as a means to reduce the cost of ownership of research technology?
- What developments in methodology can deliver better value to the research buyer?
 - Are methodologies changing as a consequence of these more austere times?
 - Is more data collection shifting online or to mobile?
 - Is the continued downturn affecting response, or are more people completing surveys in order to receive incentives?
 - Is more or less being invested into research ahead of advertising and PR campaigns?
 - Is the downturn an opportunity to sell more research?
 - Are surveys becoming shorter and more focused in order to reduce costs?

For full details of the conference programme see <http://bit.ly/April2012ConferenceProg>

Helping the DIY enthusiasts

- **Setting up a survey in advance**
 - Locking the design
 - Controlling the ability to add new questions
 - Ensuring that template questions are fit for purpose
- **Building in certain customisable template fields, e.g.**
 - To insert logos, closing dates, and customisable fields (e.g. organisation name and contact details)
 - To add questions from a question bank
 - To introduce new questions
 - To edit specific questions or parts of questions in the questionnaire template
- **Locking the questionnaire down means we know what variables it will contain, so enables us to undertake more sophisticated analysis, including:**
 - Commentary
 - Grouping variables
 - Multivariate analyses
 - Interpretation a
 - Recommendations



- **(Features) to**
- **Benefits & Applications**
 - Commentary, “Interpretation” & diagnosis
 - Accuracy
 - Repeatable
 - Speed
 - Live updates
 - Filters
 - Quality control (sample size, survey itself and analysis)



What is Smart Reporting?

- **Based on the standard Snap Platform**
- **Pre-configured using some new features:**
 - Commentary & Charts incorporating ‘Dynamic Fields’ and ‘Template Fields’
 - Conditional inclusion
 - Contextualisation
- **.....and then run**
 - By users via “via Ready-to-Run template on FMS”
 - By a server as part of a “closed system”
 - At Snap as part of a service

