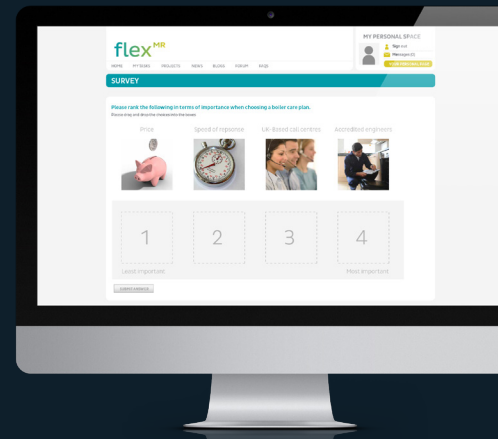# flex^MR

SurveyMR
Engaging, dynamic surveys that don't compromise on quality.

About SurveyMR

SurveyMR boasts an impressive range of question types and advanced admin controls that enable researchers to build engaging experiences and deliver valuable insight.

How It Works

The SurveyMR tool offers a diverse selection of qualitative and quantitative question types to suit any situation. Popular options include: multiple choice, sliding scale, ranking, sorting, and percentage balancing questions.

Researchers can add visual and audio stimuli to support any question, in addition to specific image-based drag and drop tasks. These features offer multiple ways to engage participants and increase completion rates.

> ## "Being able to use such advanced survey software without having to give up control of our research is just fantastic."

Dr Carmela Bosangit, Centre for Business in Society – Coventry University

Routing, randomisation, and quotas can be added to any survey. These settings direct participants away from irrelevant questions and through personal completion paths which are dependent on individual question responses.

Surveys created with this tool can be added to any InsightHub project. Participants may be recruited from within the InsightHub platform, CSV lists or access panels. Alternatively, public surveys can be shared via social media, email, web link or QR code.

Key Benefits & Advantages

SurveyMR has been engineered to encourage participant engagement and reduce dropout rates through a diverse and dynamic range of question types. We believe this variety is key to minimising repetitiveness and holds participant attention longer.

Supportive of multiple sample sources and distribution methods, SurveyMR accommodates even the most challenging of research schedules. Additionally, a simple and easy-to-use interface makes it possible for anyone to program and publish a survey – extending the reach of insight across departments.

Once setup is complete, published surveys are automatically optimised for mobile, tablet, and desktop, to reach the widest audience possible. This means that participants are able to take surveys at the time and place most convenient to them.

Noteworthy Use Cases

– Post Shopping Surveys: short targeted surveys provide insight into lasting brand impact once consumers have left a store.

– Customer Satisfaction Tracking: this staple metric offers insight into whether or not customers enjoyed their interactions with a brand, and the reasons why.

– Product Attribute Testing: surveys completed while consumers use a product generate valuable feedback on features, functions and important attributes.

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