flex^{MR}

SurveyMR 2.0
A powerful, visual builder for engaging and dynamic surveys.

About SurveyMR 2.0

SurveyMR 2.0 builds on the success of our premier quantitative research tool, adding a revolutionary new flowchart-based interface that makes it easier than ever before to create engaging, dynamic surveys.

How It Works

A simple, intuitive survey scripting interface is crucial to the internal adoption of research programmes. That's why SurveyMR 2.0 provides engaging experiences for participants, researchers and business decision makers alike.

The tool offers a diverse range of question types, branching logic and routing options that can be dragged onto the central canvas, which acts as a visual overview of surveys as they are constructed.

> "Flowcharts are a universal language. This commonality helps SurveyMR 2.0 empower marketers & decision makers to fully engage in research processes."
>
> **Mark Tunnard, Project Manager – FlexMR**

Significant participant controls are available to enable researchers to tailor every survey for maximum completion rates.

Once published, surveys are automatically optimised for desktop, tablet and mobile devices. Additionally, surveys can be added to any existing 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 2.0 removes complex, paginated interfaces from the design process – making it easier than ever for researchers to control and improve participant experiences. Additionally, the simplicity of the tool empowers stakeholders & decision makers to fully engage in research.

Supportive of multiple question types, participant experience options, branching logic, sample sources and distribution methods, SurveyMR 2.0 accommodates even the most varied, demanding research schedules.

Deep integration into the InsightHub platform ecosystem enables live, real-time analysis of results and the ability to run complex, multi-stage projects from a single admin interface.

Ultimately, SurveyMR 2.0 speeds up quantitative research processes, democratises access to insight and engages participants for accurate, high quality results.

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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