

demographix



The online survey tool for professionals

DEMOGRAPHIX IN A NUTSHELL

Demographix is the leading UK developer of online research tools. Our aim is to bring the cost of research down by allowing marketing and research departments to bring online survey creation and panel management in-house. Our tools are designed to be easy-to-use to minimise staff training and make the ongoing cost of supporting these tools as minimal as possible. A Demographix subscription is an all-in fee with NO HIDDEN CHARGES. You can create as many surveys, with as many responses, as you want – allowing you to create and analyse web-based surveys, feedback forms, competitions, quizzes, polls, visitor offers and registration forms. You can harvest feedback from existing customers or members, and also capture information from potential customers/site visitors.

THE DEMOGRAPHIX ADVANTAGE(S)

1. Cost-effective, predictable costs and unlimited surveys

Demographix is cost-effective. Unlike most of our competitors there's no surcharge for the number of responses or size of your survey, how long it runs for or how many log-ins you have. So you always know in advance exactly how much it will cost – no hidden surprises!

2. No special software required; ease of use

Demographix requires just a web browser. You don't need to download or install any software or involve your IT department – and you can access the service to design surveys or analyse your responses from any computer with an internet connection anywhere in the world. A simple point and click web interface lets you quickly build sophisticated, great-looking online forms and surveys that are both quick and fun for respondents to complete.

3. In-house teamwork – or outsource

Demographix is designed for collaborative working in large groups. Your team can be quickly trained to create, publish and analyse surveys and you can share your data with any colleagues you choose to give access on a survey by survey basis. We also offer survey-building services, if you do not have the resources in-house to create your own surveys, and these “managed services” are at very competitive rates (see 9).

iTRAVEL
PERSONALISED ITINERARIES
Travelling to Australia

How likely is it that you will plan to travel to Australia in the next 12 months? ...
 Very likely Possible Unlikely

If you travelled to Australia how interested would you be in visiting the following cities?

Melbourne

Perth

Sydney

Have you visited Australia before?
 Yes No

Survey not complete
Mandatory question

Previous Next

4. Wide range of question types; customisable surveys

Demographix offers a wide range of question types – single choice, multiple choice, matrix, ranking, image choices, piped text, write-ins, randomisers, and more. We have unique embedded audio and video questions – allowing you to include audio or video files in a survey. The surveys you build with Demographix look great. You can customise the colours and appearance of text and include your own logos and images. Surveys carry no Demographix branding – they are an integrated part of your marketing, not an ad for us!

5. Conditional logic; viral options

Among our many powerful features is a sophisticated skip logic, which means that each respondent can see a tailored version of the survey as they start answering questions. The innovative “Invite a friend” feature is an option you can use to encourage respondents to pass the survey on to friends and colleagues, so expanding the reach of your data capture.

www.demographix.com

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6. Extensive, powerful analysis tools; data export features

You don't need any special software to analyse your responses – Demographix has powerful built-in analysis tools that let you slice and dice your data quickly and produce great looking reports. You can download Excel versions of reports for customisation or for creating additional charts and graphs in your house style or for presentations. Because Demographix is a live system you can begin analysing the responses as soon as they start coming in. And clever graphs show you the result of special promotions and what date or time of day people are responding or which country they come from. Demographix survey data can be exported to a wide range of other tools.

7. Flexible fast customer service

Supporting our customers is of paramount importance to us. Support requests can be lodged by email or through the online Helpdesk. We aim to resolve questions within a few hours and will call you back if we need more information or need to talk you through the solution. In addition, if you have any special requirements, we may be able to add them for you. Customers on our annual Unlimited surveys plan receive at least one free on-site training session a year.

8. Panel management

Panelwise, a new companion service, allows Demographix customers to manage panels of respondents. Email invitations and reminders (both text and HTML) can be created and scheduled for delivery to panel members inviting them to complete surveys. Panels can be built up from respondents to existing surveys, from a specific recruitment survey or by uploading lists of names and email addresses. It includes automatic processing of email bounces to remove people from panels. Panel owners can download details of all panel members or selectively just those who are active or have bounced emails or unsubscribed.

9. Custom builds

Demographix also builds surveys for its customers and provides consultancy on survey design and analysis. We also create custom solutions based on Demographix and Panelwise technology covering such areas as staff appraisals/360 degree feedback, sales rep feedback, subscription management and self-assessment forms.

10. Our track record

Demographix was founded in 2002. Since then we have served over 29 million survey pages. Our customers include major companies in the media, hospitality, membership organisations, charities, events organisers and public services. Among our highly satisfied customers are: Network Rail, IPC Media, British Medical Association, CNBC Europe, DC Thomson, Carluccio's and Conde Nast. We give support to The Prince's Trust, as part of our ethic of social responsibility.

HOW COULD YOU BENEFIT?

Here's just a few ideas, we could suggest many more!

- Start a research programme *with surveys tailored to sub-groups of customers.*
- Create customer satisfaction surveys and *get the data back within hours.*
- Create online membership surveys that are *tailored to specific categories.*
- Create competitions to link to or build your mailing list ("Answer these questions about our top products and be entered in a prize draw").
- Create small surveys to promote product categories (eg: "Tell us what you think about these 10 hottest features") *to drive your sales.*
- Conduct brand awareness research, and pre- and post-campaign audits.