S O F T W A R E
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E l e c t r o n i c   S u r v e y s

By creating a culture that encourages inquisitiveness, a business can spot trends as they develop, address its own weaknesses, take advantage of opportunities, and keep its employees happier and more productive. To do that, companies must learn from feedback and adjust their strategies and tactics accordingly. Electronic surveys could be the answer for such an undertaking.

Electronic commerce and the Internet have opened countless new doors for survey techniques. Surveys can now reach people in a matter of seconds, whereas previously it could take days or months to interview participants by phone or mail questionnaires and wait for responses. Because it has become easy to reach people worldwide, answers to surveys can be returned in an electronic format—making it more efficient to enter the responses into a computer for analysis and reporting.

When selecting software, the usual criteria still apply: cost, compatibility with current operating systems, ease-of-use, and customer support. Other factors to consider for survey creation tools are

- level of interactivity and customization
- quality of graphics and design
- question-creation methods
- confidentiality and security for participants
- turnaround time for obtaining results
- result-analysis tools
- reporting capabilities.

Here's a sampling of four electronic survey software providers. The roundup chart includes a brief description of features and contact information.

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Product	Features
Zoomerang MarketTools One Belvedere Place Mill Valley, CA 94941 415.462.2371 www.zoomerang.com	● Web-based survey modes and response collection ● several customizable survey template categories ● option of choosing supplied list of respondents or own email list ● variety of graphic forms to present data ● real-time view of data
SurveySolutions for the Web Perseus Development Corporation 222 Forbes Road Suite 208 Braintree, MA 02184 877.737.7387 www.perseus.com	● Web, HTML email, and text-based email survey modes and response collection ● 11 question styles and formats ● advanced validation of responses ● integrated view of all response data ● automatic statistical summarization of all responses ● instant presentation-styled reports ● real-time view of data ● results stored in Microsoft Access compatible database that is created and updated by Perseus
Halogen eSurveyor Halogen Software 1400 Blair Place, 5th Floor Gloucester, Ontario Canada K1J 9B8 866.566.7778 www.halogensoftware.com	● Web-based survey mode and response collection ● 300 sample questions ● 21 sample survey templates spanning several industries and topics ● 10 question styles and formats ● automatic statistical summarization of all responses ● capability to build customized, online reports ● real-time view of data ● capability to export data to database or spreadsheet software
EZSurvey Raosoft 6645 NE Windermere Road Seattle, WA 98115 206.525.4025 www.raosoft.com	● Web, HTML email, and text-based email survey modes and response collection ● unlimited number of questions and respondents ● individual item customization ● formatting templates for standardized look ● customizable data summary ● real-time view of data ● integration with *EZReport*—data-mining tool that is sold separately ● databases stored on server or PCs ● capability to import and export data from or to database