

# Achieve Greater Market Research Efficiency & Competitiveness Using Online Survey Technology...

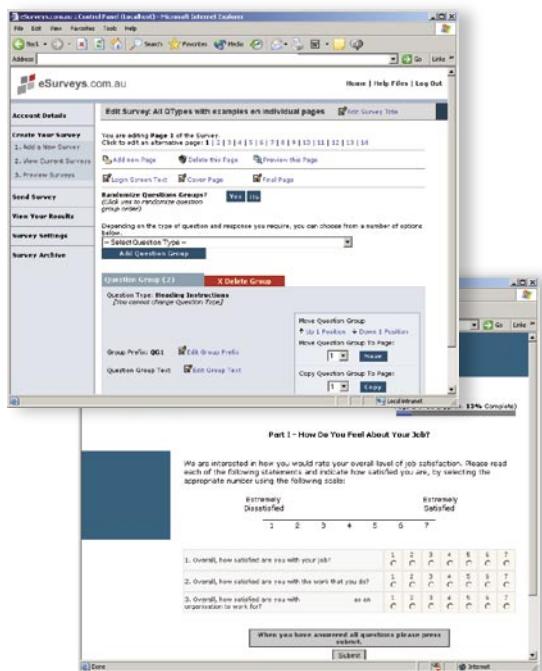


Introducing eSurveys.com.au, an Australian owned and developed online survey tool, providing market researchers with an effective, efficient and simple way to design, build and manage customised surveys, questionnaires and polls.

This powerful tool has been developed by a team of experts from psychological and Internet consultancy backgrounds. All have experience in designing, developing, conducting and analysing a diverse range of surveys and market research tools for leading Australian companies.

Used by some of Australia's leading companies for:

- >> Educational research
- >> Psychological research
- >> Community engagement
- >> Environmental research
- >> Customer / staff satisfaction surveys
- >> Product reviews and evaluation
- >> Test marketing
- >> HR & recruitment
- >> and more!



## Benefits for Market Researchers:

- Reduce paper, postage, telephone, compiling and data entry **time and costs**
- Create your own **branded surveys** easily using WYSIWYG features - **no programming** - just point and click
- Use **unlimited question types**, scales and **programmed logic** (branching, randomised questions etc)
- Distribute easily through **built-in email management system**
- Mobilise by using cutting edge **hand held PCs** in the field
- Monitor **results in real time** and easily send reminders
- Many organisations achieve equivalent or **superior response rates** to pencil and paper and telephone (CATI) surveying
- Attain **more accurate results** by minimising non-response error, interviewer bias and data entry errors
- Produce descriptive **statistical reports and graphs** and import into statistical packages for advanced analysis (e.g. SPSS)
- User friendly** design for respondents
- Access **online survey panels**

Be recognised as a market leader by offering your clients the latest surveying methods, complement your range of traditional research methodologies and be more competitive by reducing in-house costs. Please contact us for more information.

Ph: 1300 858 118 or visit [www.eSurveys.com.au](http://www.eSurveys.com.au)