Deepen Understanding, Improve Business Performance

Capture customer feedback from multiple touchpoints to achieve greater customer intimacy and loyalty

You have a lot of factual information about your organization. But how much insight do you have into your customers, your employees and others who play a critical role in your success? And can you incorporate this insight into daily business decisions?

Imagine how much easier it would be to manage your organization based on emerging market trends if you had a system for obtaining continual feedback about people's real feelings. You could:

• Make customer-centric decisions with far greater confidence
• Satisfy and retain valuable and profitable customers and attract others like them, more easily and cost effectively
• Identify and proactively manage business risks

All of this would certainly have a major, positive effect on your company's profitability.

The IBM SPSS Data Collection* suite of survey research products empowers you to capture customer feedback from multiple touchpoints and achieve greater customer intimacy and loyalty.

You might collect information by asking prospects or customers to participate in online surveys. Or have your customer service or call center staff ask specific questions during routine customer interactions.

Or you could collect customer feedback in person, perhaps while your customer is shopping at your store. Give your customer the choice of method and language without sacrificing speed or ease of use. Regardless of method or language, Data Collection secures all feedback centrally – letting you analyze data and share results in real time.

Our company has more than 40 years of experience in survey research, and has developed solutions that enable your company to make this kind of feedback an integral part of your operations. Using Data Collection products, your company can:

• Measure and track customer loyalty to better target retention efforts
• Develop and deliver market-driven products through continual surveys of target customers
• Optimize marketing efforts by testing concepts, imagery and messages before deployment
• Increase the profitability of customer interactions by improving your ability to up-sell or cross-sell to your customers
• Increase customer satisfaction and lifetime value by continually tracking customer attitudes and responding to emerging problems and opportunities

Guide your business with customer insight
There are many opportunities to incorporate customer insight in all of your organization's operations and, by doing so, make customers a valuable and reusable source of information for guiding business decisions.

• A global marketing organization wanted to increase brand equity. Using IBM SPSS Data Collection, it augmented in-person interview sessions with online surveys. Not only were these easy and far less costly to administer, but with a centralized system they also delivered more detailed information. This helped the company more precisely evaluate each brand's position relative to its competitors, and develop strategies to increase market share.
• An international manufacturer wanted to gain market share by improving the competitiveness of its products. Using IBM SPSS Data Collection, the company's in-house staff was able to carry out faster, more focused research on customer attitudes and preferences throughout the product development cycle. This resulted in market-driven new products and increased sales.
• A telecommunications provider wanted to increase customer retention. Using IBM SPSS Data Collection, the company was able to create a loyalty indicator for their customers and focus their efforts on at-risk customers. This resulted in a dramatic reduction in customer "churn."

* IBM SPSS Data Collection was formerly called PASW® Data Collection.

Reach your goals

There's no limit to what you can do with Data Collection. In addition to developing a clearer view of your customers, you can also better understand how employees feel about your company or how suppliers or business partners feel about your new products or advertising campaigns and whether they understand and support your company's business processes. You can share this actionable, in-depth insight with those in your organization who can act on it – which makes your company more agile and competitive.

With Data Collection, you can achieve your business goals using your current business processes and technology infrastructure. IBM SPSS Data Collection products are advanced but easy to use. They employ open, standards-based technologies that enable you to pull information from a wide variety of sources and feed results into a variety of systems.

IBM SPSS Data Collection gives you full control of the entire research lifecycle – from authoring through collection and on to the analysis and distribution of information.

- Use any interviewing method, alone or in combination, and any language, while maintaining a centralized information hub
- Design vibrant questionnaires and even incorporate multimedia, so that respondents find your surveys easy and enjoyable to complete
- Ensure that your feedback captures your customers accurately – manage complex samples, and create and manage survey quotas to ensure representative results
- View results as they come in, and then analyze the final data, alone or along with behavioral data
- Publish reports quickly and cost effectively, in a visual form that makes it easier for decision makers to interpret and use

Proven research solutions

IBM SPSS Data Collection was designed to be a flexible and open solution. You can use it as your primary survey research application, as a complement and enhancement to software you already use or in outsourced projects through IBM SPSS Online Services.

Because it can be easily customized, IBM SPSS Data Collection can be used with virtually any input application. For example, Data Collection integrates with customer contact systems, like those supporting your call center; with customer relationship management solutions; with other operational systems; and with your website.

Create reports by exporting data in a variety of proprietary or standard formats, including those compatible with Microsoft® Office products. Or perform data analysis seamlessly, using statistical, text mining and data mining products such as IBM SPSS Statistics,** IBM SPSS Text Analytics for Surveys** and the industry-leading data mining workbench, IBM SPSS Modeler.**

In addition, through its integration with IBM SPSS Collaboration and Deployment Services***, IBM SPSS Data Collection enables you to store questions, entire surveys and survey and analysis templates in a secure, central repository.

The IBM SPSS Collaboration and Deployment Services repository offers rich content management features that make it easy to search for particular survey assets. This increases the visibility of and control over your valuable survey assets – saving time and money, improving data consistency across research projects and increasing your company's operational efficiency.

*** IBM SPSS Statistics, IBM SPSS Text Analytics for Surveys and IBM SPSS Modeler were formerly called PASW® Statistics, PASW® Text Analytics for Surveys and PASW® Modeler.*
*** IBM SPSS Collaboration and Deployment Services was formerly called PASW® Collaboration and Deployment Services.*

IBM SPSS Data Collection products have been used, tested and refined in conjunction with leading companies in a variety of industries. These products serve the needs of large, multinational companies, small- to mid-size businesses and government and educational institutions around the world. Combining proven technologies with a depth of implementation experience, this software is uniquely suited to support your organization in maximizing the value of your survey data.

Integrate all your customer information

The openness and flexibility of the IBM SPSS Data Collection architecture provides you with a significant advantage over other survey research solutions. Because you can integrate data from a variety of sources, you can combine information about customer attitudes with transactional data about customer behavior, for a unified view of your customers. You can customize IBM SPSS Data Collection, making it easier for you to obtain the kind of results your organization needs. You gain added efficiency through its integration with IBM SPSS Collaboration and Deployment Services.

For example, a global shipping company wants to leverage its European call centers to gain better information about customers. To do so, it is using IBM SPSS Data Collection to generate "smart surveys" through customer service centers in several languages. These surveys draw in customer feedback and correlate findings with customer behavior. With the information gained, the company hopes to more clearly gauge both risks and opportunities associated with potential new customers and business partners.

By using IBM SPSS Data Collection in combination with predictive analytics, your company becomes more responsive to changing customer needs and market conditions. In this way, you'll be better able to attract and retain customers cost effectively, improve their level of satisfaction and increase the amount of business they do with you – all critical components of revenue growth and increased profitability.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, predictive analytics, financial performance and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.

As part of this portfolio, IBM SPSS Predictive Analytics software helps organizations predict future events and proactively act upon that insight to drive better business outcomes. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises – able to direct and automate decisions to meet business goals and achieve measurable competitive advantage. For further information or to reach a representative visit www.ibm.com/spss.

IBM SPSS Data Collection products

IBM SPSS Data Collection is a complete technology platform that supports the entire survey research lifecycle, from survey authoring to data collection to reporting. It enables you to control and enhance every aspect of your research process to improve your productivity and effectiveness.

Products for survey authoring:

IBM SPSS Data Collection Author – Easily create attractive, penetrating surveys through an interface modeled on Microsoft PowerPoint.

IBM SPSS Data Collection Author – Easily create attractive, penetrating surveys through an interface modeled on Microsoft PowerPoint, whether you are working in an online environment, a desktop environment or both.

Products for data collection:

IBM SPSS Data Collection Web Interviews – Use this advanced, easy-to-use technology to deploy and manage compelling online surveys.

IBM SPSS Data Collection Phone Interviews – Get full support for computer-assisted telephone interviewing (CATI) for interviewers, supervisors and call-center administrators.

IBM SPSS Data Collection Dialer Connection – Integrate the powerful and rich sample and interview management capabilities of IBM SPSS Data Collection Phone Interviews with third-party dialer providers.

IBM SPSS Data Collection Data Entry – Enter data from forms or surveys quickly and accurately.

IBM SPSS Data Collection Interviewer – Collect survey data interactively using laptops or tablets with or without an Internet connection.

IBM SPSS Data Collection Remote Administration – Automatically track, synchronize and manage the projects conducted and data collected with Data Collection Interviewer or Data Entry—without any special effort by interviewers.

IBM SPSS Data Collection Paper – Quickly create, format and edit professional-looking paper questionnaires within Microsoft Word.

IBM SPSS Data Collection Paper Scan add-on – Automate the process of preparing your paper surveys for scanning in a few easy steps, with no programming required.

Products for analysis and reporting:

IBM SPSS Survey Reporter – Develop professional, interactive reports easily in an online environment, a desktop environment, or both.

IBM SPSS Survey Reporter Professional – Fully streamline custom report creation and sophisticated data management using a powerful scripting.

Other valuable resources:

IBM SPSS Data Collection Developer Library – Access overviews, white papers, tutorials, design documentation, detailed programming reference materials, working source code and sample applications at several levels of depth.

IBM

Business Analytics software