Deliver Value and See Your Business Grow

Become a valued partner to your clients by providing unique services, with support from an advanced platform designed for market researchers.

Stand out from the crowd

Market research firms stand out from the crowd by providing clients with demonstrably greater value. This involves more than uncovering details about people's attitudes or preferences. It means delivering integrated consumer insight, so that you become a partner in helping your clients compete more successfully, everywhere they operate.

Your firm can provide this kind of added value by developing new, more effective ways for clients to efficiently obtain a clear, well-rounded view of their customers and markets. The challenge lies in finding ways to deliver this value while keeping your own business profitable and growing. SPSS, an IBM Company, can be an invaluable partner in helping you to accomplish this.

As the leader in providing software solutions to market research firms for more than 40 years, we understand the many challenges facing your industry today. We designed the IBM SPSS Data Collection* suite of products in collaboration with leading market research organizations to help you meet those challenges.

With Data Collection, your firm can centralize not only the creation and fielding of surveys in any mode and in many languages, but also data analysis and reporting. This means you can manage complex, global, multilingual projects smoothly and efficiently. Even undertake smaller-scale, one-of-a-kind projects cost effectively.

More importantly, Data Collection is a platform on which you can create customized tools and branded applications, including those using innovative data collection methods such as virtual environments and text or instant messaging. By centralizing survey data and streamlining or automating routine tasks and processes, Data Collection frees your staff to conduct more sophisticated analyses. In addition, Data Collection can feed results into other software or systems containing customer information, enabling your clients to obtain integrated consumer insight using their existing business intelligence technologies.

Streamline processes

Because of its open architecture, you can use Data Collection with software from third-party vendors and with your own legacy applications. With Data Collection, you work in a single environment from start to finish and enjoy automated sample management, data management, and reporting, in multiple languages.

No matter how many offices, applications or legacy data sources you have, you can use Data Collection to standardize your firm's processes and increase your staff's efficiency – and creativity. Instead of spending time on tedious tasks like re-formatting data, your staff can conduct additional, in-depth analyses or even devise new approaches to research.

With Data Collection, your firm can:

- Streamline processes and eliminate costly "bottlenecks"
- Deliver results in easy-to-use formats quickly and automatically
- Develop unique, customized offerings more rapidly
- Optimize staff skills
- Leverage your IT infrastructure investments
- Deliver the high-quality results clients demand

At the core of the Data Collection product suite is Data Collection Scripting. This language gives you an unprecedented level of control over hundreds of survey presentation features, from page and question design to question templates and progress bars. You can write your own scripts or use prewritten script snippets included in IBM® SPSS® Data Collection Interviewer Web.** Scripting is easy for programmers to learn and can be used at every step of the research process, from authoring to data management to reporting.

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

** IBM SPSS Data Collection Interviewer Web, formerly PASW® Data Collection Interviewer Web.

Improve collaboration

IBM SPSS Data Collection supports greater collaboration between you and your clients, not only while questionnaires are under development but also in the fielding and analysis phases. By allowing clients to comment on survey design and view top-line results or tabulations as the research is being conducted, you build a greater sense of partnership between your firm and theirs. But you stay in full control of the process.

With Data Collection, project teams can create vibrant, interesting questionnaires, even ones that don't look like questionnaires at all. Respondents are far more likely to complete them – and be willing to participate in surveys again.

You can test surveys before fielding them, quickly and easily. Instead of going through your survey question by question to evaluate various response combinations and determine if the questionnaire routing is correct, you can automatically test your entire survey.

Data Collection makes it easy to manage multiphase or multilingual projects efficiently. That's because Data Collection centralizes data from every version of your questionnaire. For multilingual projects, you can author surveys using Western, Middle Eastern, or Asian character sets; code surveys in any language; and then collect data, conduct analyses and publish results. Deliver results in the language of choice, based on client profiles or by self-selection.

In addition, you can provide clients with online access to survey results. Or, with just a few mouseclicks, your staff can deliver reports in Microsoft® Word, Excel®, or PowerPoint® formats. You can deliver results through a portal or to specific e-mail addresses automatically, either at specific time intervals or when certain predetermined parameters have been met. For example, a customer service manager could be notified by e-mail when customer satisfaction levels with a particular service fall below a certain level.

The rich functionality of Data Collection enables you to:

- Efficiently collaborate with clients in developing and fielding questionnaires
- Incorporate in your surveys a wide variety of question types, with any degree of complexity
- Include sound, music, images and movies in questionnaires – even create virtual environments for your research
- Create projects using Western, Middle Eastern or Asian character sets
- Add any type of routing, from simple to complex, based either on responses made or on information from other sources
- Auto-test all potential responses sequences to surveys before taking your survey live
- Collect data in any mode – on paper, by phone, over the Web, through mobile devices or through any combination of these methods
- Easily manage complex projects, such as tracking studies
- Streamline the creation of graphs and tables that communicate results clearly and effectively
- Deliver usable results instantly and cost effectively, and in multiple languages

Become a valued partner

Data Collection uses open, standards-based technologies, enabling users to access information from a wide variety of sources and feed results into a variety of systems. Because Data Collection delivers results dynamically, your clients not only gain greater insight into their customers, they gain insight they can act on immediately.

Data Collection's open architecture also enables you to "plug into" the heart of client organizations. No longer are your research results isolated from your client's operational systems. With Data Collection, you can feed demographic data and information on attitudes and preferences into call center applications, online recommendation engines and customer relationship management systems.

In this way, each of your clients can become a Predictive Enterprise – an organization better prepared to anticipate change and control its own destiny. By taking preventive action, including identifying and addressing problem areas sooner, your clients can improve customer retention and stabilize recurring revenue. And by opportunistically taking advantage of positive interest, they can generate additional revenue and increase their "share of customer."

Because your firm's services play an essential role in these efforts, you become more than a vendor of research services – you become a highly valued business partner.

IBM SPSS Data Collection delivers measurable benefits

A full-service market research agency was seeking a unified way to improve efficiency in creating surveys. In addition, to control staff costs, the company wanted to automate its data service.

The firm chose IBM SPSS Data Collection to link together existing software from a range of third-party providers while adding new functionality from the Data Collection product family.

By using Data Collection products, the agency saved an estimated $1,200 to $1,500 per job when creating paper surveys, as automation reduced the need for error checking and correction. It also improved accuracy in data entry: the agency's already low error rate of 1 to 1.5 percent fell to nearly zero. And the automated paper solution attracted additional work from both new and existing clients.

The agency also created a special export link that provides seamless transfer of surveys authored in Data Collection to its existing, third-party CATI system. This integration has protected its existing investment – in both staff skills and hardware – in its telephone interviewing call center.

The firm anticipated a three-year payback on its investment in Data Collection. Instead, it achieved 100 percent ROI in just one year.

About SPSS, an IBM Company

SPSS, an IBM Company, is a leading global provider of predictive analytics software and solutions. The company's complete portfolio of products - data collection, statistics, modeling and deployment - captures people's attitudes and opinions, predicts outcomes of future customer interactions, and then acts on these insights by embedding analytics into business processes. IBM SPSS solutions address interconnected business objectives across an entire organization by focusing on the convergence of analytics, IT architecture and business process. 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. SPSS was acquired by IBM in October 2009. For further information, or to reach a representative, visit www.spss.com.

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 Professional – Produce surveys with more complex logic and/or routings, or develop automated market research processes within this complete scripting environment.

Products for data collection:

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

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

IBM SPSS Data Collection Dialer – Automate dialing of respondent telephone numbers with power and predictive dialing for additional productivity gains in the research call center.

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 Administrator – 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 Scan – 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 Reports for Surveys – Develop professional, interactive reports easily in an online environment, a desktop environment, or both.

IBM SPSS Reports Professional for Surveys – 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.

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