

PRIMARY STAGES IN A SURVEY RESEARCH PROJECT

DATA COLLECTION

Platforms

- Qualtrics
- Decipher
- Alchemer
- SurveyMonkey
- Jibunu
- Confrimit
- IntelliSurvey
- Other DIY

DATA PROCESSING

- clean & validate data
- merge KPI data & other metrics
- format data for other applications
- custom scripting & automation
- data security & compliance

DATA ANALYSIS and REPORT PREPARATION

- cross tabulations
- regression
- cluster/factor
- conjoint
- pricing
- MaxDiff
- TURF
- dashboards
- visualizations/infographics
- code textual data
- Other

To successfully conduct survey research, both appropriate software tools and the trained personnel to use them are needed. Many product and service providers have now embraced the democratization of research, especially given their need for agility and speed. Today, projects are often carried out solely by in-house research teams. In other cases, companies conducting research will solicit bids from research vendors or freelancers for select services. This hybrid approach is being used in many other functional areas as well. In several industries, talent platforms now serve as efficient marketplaces for identifying, vetting, and contracting with qualified resources.

Vista Research is among the vendors engaged in this emerging ecosystem. For over 20 years, our focus has been solely on the back end, data processing function. We invite you to take a closer look at our offerings by visiting our website - www.vista-rs.com. If you would like to have a free, informational chat about your current survey research process, please contact us at your convenience.

