SmartSurvey

Powerful data collection software to make smarter decisions

More than survey software, we empower you to analyse, understand and make change happen

270,000+ customers use SmartSurvey to collect and analyse data in an instant. Our software enables organisations of any size to connect with the world around them and gather the opinions of the people that matter most, to answer questions, solve problems and come up with the next game changing idea.

With **powerful functionality**, **UK data storage**, full **GDPR compliance**, **advanced security features** and **accreditations**, we're trusted partners for global brands, public sector departments, local and central government.

> *We couldn't be happier with Smartsurvey, we love its functionality and flexibility. This means we have been able to use one survey tool across many parts of the business.*
> **Martin - uSwitch**

U uSwitch

Why customers love our software

Powerful, intuitive & fast

We consistently receive feedback on how **user-friendly** our software is. SmartSurvey has been designed to be intuitive, subsequently users require minimal training and can get up and running in no time - our goal is to make it easy for you to capture the data you need quickly. This ease of use combined with **powerful** functionality and **multi-channel** distribution gives you access to a survey solution that delivers results, fast.

Here to ensure your success

SmartSurvey isn't just about providing great tech, we have an **exceptional team** working behind the scenes. Our on-boarding process ensures you'll be seamlessly setup and getting value from our software quickly and our Customer Success team are on hand to provide **personalised support** when you need it.

Security and GDPR Compliance

We take security and data compliance extremely seriously. It's one of the major factors why we're a trusted partner for leading brands, public sector, central and local government. All your data, including backups, and all development and support functions are in the UK, you and your respondents can have complete confidence your data will not be transferred outside of the country unlike many competitor solutions.

SmartSurvey is **ISO27001** and **Cyber Essentials Plus** accredited. These independent assessments ensure we not only have robust security processes in place, but our people have the correct behaviours embedded to ensure consistently **high data security standards**.

SmartSurvey is Data & Security protection tool-kit approved, a pre-requisite for handling highly sensitive information for the NHS. We are also an approved vendor for **Crown Commercial Services** to be able to supply our software to the government and public sectors.

We're trusted partners, powering data collection and insight for leading global brands

One solution for your entire organisation

Customer service & support

Collect Net Promoter Score

Gain feedback throughout the customer journey

Run Voice of the customer programs

Increase customer satisfaction

Improve customer loyalty

HR

Digitise annual reviews

Understand department performance

Run 360 feedback programs

Improve employee engagement

Drive culture change

Increase job satisfaction

Lower employee turnover

Marketing

Measure brand awareness

Create winning marketing campaigns

Access global panels for fast market research

Analyse target markets

Test branding and messaging

Product development

Develop better products faster

Test new concepts

Understand brand performance

Find the right audience for new products

Test pricing

Sales & business development

Run pre-sales surveys to improve lead quality and conversion

Gather sales team feedback

Identify areas to improve process

Shorten the sales cycle

Run sales follow up surveys to understand why leads didn't convert

Learning and development

Evaluate corporate learning

Understand development aspirations

Get E-learning course feedback

Gather training feedback

Identify preferred types of learning

Uncover department training requirements

Identify individual training requirements

The complete data collection solution

Whether you're looking to drive a step change in culture, segment a new target market, validate a new brand, or uplift customer loyalty and retention, our software has advanced features to suit every need. Let's explore the key functionality that makes SmartSurvey the UK's leading data collection software…

Question Types

SmartSurvey gives you access to a wide variety of question types, making all kinds of data collection possible. Whether free-text, multiple-choice, matrices, ranking, date and time, SmartSurvey includes all the tools you need to make any type of survey.

Advanced Question Types

Advanced question types help to boost the effectiveness of your surveys. Make life easier for respondents with slider scale questions and include questions with a continuously-calculated total. Collect quantitative data such as Net Promoter® Scores without the need to take time calculating the result for an extra boost to your productivity.

Aa Question Customisation

Style the look and feel of your questions via fonts, text size, and colours. Customise how multiple-choice options are displayed to ensure your questions are clear and easy to understand to improve survey response rates.

One survey, multiple languages

Global customer base? No problem. You can create custom surveys in multiple languages and receive responses in the respondent's language of choice, then easily access and analyse the data within one set of results.

"Our response rates have increased greatly on what we were achieving using the telephone survey method. Our customers prefer this means of non-intrusive communication. They can now complete the survey at their leisure, in the comfort of their own homes, at work or while travelling.
Mercedes Benz Ireland

Mercedes-Benz

File Upload

By incorporating file upload questions, your respondents can submit files as part of their responses. If you're collecting CVs from job applicants, receiving written submissions, tendering documents, image, or video files, your respondents can submit these without needing to find their own hosting, delivering a better experience and centralising the data collection process.

Rich Media Questions

With rich media questions you don't need to worry about respondents leaving your survey to view external links to view images or video, simply embed media directly into your questions. Getting feedback on visual content is easy and instantaneous - ideal for market and branding research, local planning and development consultations, and a wide range of other applications where a picture or video can do the work of many words.

Logic & Actions

Online surveys don't have to be purely linear forms. You can streamline the experience and improve engagement by using our powerful logic functions to create dynamic surveys that change based on the data entered. By incorporating data into questions, or branching the respondent's routes through the survey, you can show more relevant content to deliver a tailored survey experience.

Randomisation

Randomising elements of survey content is an important tool in reducing bias, with reduced bias you get higher quality, more trustworthy data. In just a few clicks you can randomise the order of answer options for a question, the order questions appear on a page, or the order pages appear in a survey. By incorporating randomisation you can have added confidence in the accuracy of your survey results.

We have found Smart Survey very intuitive to use when setting up the survey questions, its easy to collect responses and to collate the results. We particularly appreciate the kiosk feature, allowing us to collect responses without a stable Wi-Fi connection, invaluable when out in the parks.
Claire, Dundee City Council

Advanced Survey Logic

Advanced logic enables you to deliver highly customised survey journeys and trigger different actions based on multiple conditions; skip questions and pages, show different answers, set multiple end points, use piping to insert data into responses without requiring a question, trigger emails to send customised alerts sent whenever a survey response is received and much more!

Survey branding

Our branding and theming tools allow you to match your survey with your brand by customising colours, fonts, and logos. For ultimate control, custom CSS can be added to allow surveys to seamlessly match with any design.

Survey Design

SmartSurvey offers a huge degree of customisation to enable you deliver a best-in-class survey experience to your respondents. You can edit all messages shown to respondents. On finishing a survey, respondents can be sent to several possible destinations defined by you. Optional features allow you to let respondents save their progress through a survey and return later or print their response on completion. Progress bars, survey titles and introductions, button text and more are all under your control, and a full-featured dynamic preview mode allows you to test and check your surveys to ensure they look great across all devices.
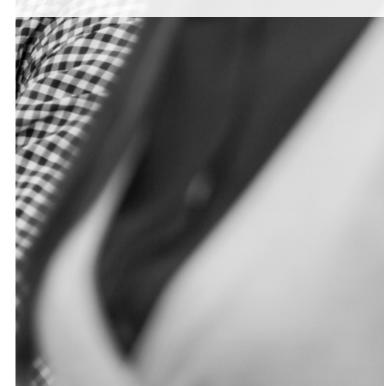
Link Branding

Customise the link used to access your surveys via the web. For the ultimate in branding, we offer the ability to host your survey on a custom web domain, such as surveys.yourdomain.com. Custom domains are particularly popular when conducting customer surveys as the domain is familiar and maintains trust between the brand and the respondent.

" *Thanks to SmartSurvey, our communication strategy is making us stand out from the crowd. By using SMS, asking the right questions and acting on results, shows customers that IKEA is one step ahead of the competition.*
IKEA

Survey Distribution

SmartSurvey includes a comprehensive set of survey distribution tools, allowing you to reach your respondents across a range of channels to maximise engagement. Web, Email, QR Code, SMS, Social Media, Pop-ups and Exit Surveys are all available. You can also collect data offline by entering responses collected on paper or by using our offline surveys feature that allows you to collect responses on smart devices that are not connected to the internet – ideal for fieldwork, events or rural areas.

Email & SMS Invitation Management

SmartSurvey's distribution tool contains everything you need to manage your email and SMS invitations. Schedule your invitations and create automated reminders to follow-up with respondents who haven't completed your survey. Track opens and completions for email and the status of SMS messages and response rates for all invitations.

Integrations & Consumer Panels

Automate actions and reduce costs by integrating your survey solution directly with Salesforce, or use Zapier to build custom integrations with a huge range of apps. Access ready-made audiences for your surveys via our consumer panels, putting a world of high-quality survey respondents at your fingertips to get market insight in an instant.
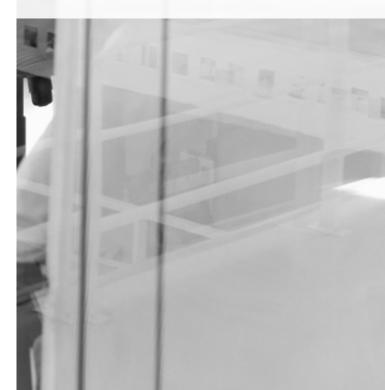
Contact Management

SmartSurvey makes management of your contacts for survey distribution simple. Manage your respondents' Email or SMS details via our address book feature. Create contact lists for your invitations by uploading data in bulk or individually. Add custom data columns for reference or survey personalisation.

" The system is great value for money, secure, easy to use and intuitive. The surveys look professional and are easy to complete, and all this is backed up by customer service from SmartSurvey which is second to none.
Derbyshire NHS Foundation Trust

NHS

Survey Management

Managing a comprehensive survey programme is easy with our survey management tools. Stay organised with surveys sorted into folders based on your needs. Create new surveys by copying existing ones. Tag surveys or folders as favourites for quick access. Access your survey library via a customisable interface to quickly find what you need. Save frequently-used questions to the question library, and use the file cabinet to manage your uploaded files such as images or logos.

Response Management

We've made it simple to manage and monitor the responses you get to your surveys with our response tools. Set quotas for the maximum amount of responses or set end dates so surveys will automatically close at the time and date you specify. Prevent multiple responses from the same device and set the survey to open or close manually.

Compatibility

Surveys created with SmartSurvey's editing tools are responsive and ready for display on any internet-ready device, from PCs and tablets to smartphones. We support a high level of accessibility and all surveys can be created in multiple languages with full UTF-8 character support.

Reporting

View your survey results in real-time via our built-in reporting and visualisation page for every survey. Individual responses can be viewed, deleted and edited. All results and responses can be shared via a password-protected web link or printed out. Cross-tab tools enable you to investigate and drill down into data and correlated information. Built-in text analysis makes interpreting and categorising free-text responses quick and easy.

> " *SmartSurvey have an excellent support team who offer immediate, helpful support that I would rate very highly. It's great to be able to pick up the phone to speak to someone and not be in a queue.*
> **Luis, Parkinson's UK**

PARKINSON'S UK
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.

☁ Exporting

All reports and responses are exportable to industry-standard formats such as Word, CSV, and Excel. You can schedule recurring exports for automatic report creation, and have the exports emailed automatically to your chosen recipients. All the above reporting and exporting functions work in conjunction with our filtering tools.

▼ Filtering

Get to right data faster with custom filters to include or exclude responses from your reports and exports. You can base filters on the answers given to specific questions, or on other respondent data such as the date and time of responses, custom variables or contact data.
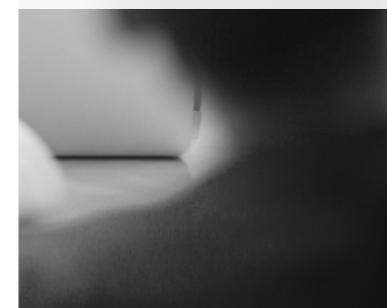
👥 Multiple User Management

SmartSurvey lets teams work together safely and securely. You can bring multiple users together under a single master account to administer the work that they do. If you're the master user on your account, you'll be able to add and assign accounts to other team members and manage the sharing of surveys ensuring the right people have access to relevant surveys and results.

👨‍👧 Collaboration

Share surveys between multiple users for seamless collaboration. Different users can be given different permissions, enabling them to access what they need to, without access to elements or functions they don't need, including access to personal data. Your users can share themes and questions via a common library for easy and efficient co-working.

> *SmartSurvey's continual development of their products allows us to better meet the needs of our market. Glover Stanbury continually gathers and reviews feedback from online surveys, this enables us to tailor services for the customer going forward. The ability to fully understand the needs of our customers means we can provide many additional services, such as targeted financial advice* **Glover Stanbury**

GS GLOVER STANBURY
CHARTERED ACCOUNTANTS

APIs & Webhooks

SmartSurvey's powerful API and webhook functionality allows you to create bespoke data integrations that fit into your existing systems and workflows enabling you to automate processes and enrich existing data sets. Detailed documentation is available allowing developers to use the RESTful API to access powerful features to remotely manage surveys, contact lists, responses, and more at scale.

SmartSurvey has provided us with a high functionality, GDPR compliant survey tool. The excellent service, together with the ease of use and access, topped by its cost effectiveness, make SmartSurvey a real business must.

Fernando, Royal College of Obstetricians and Gynaecologists

Royal College of
Obstetricians &
Gynaecologists

Explore how different departments and sectors use SmartSurvey to answer questions, drive action and make change happen.

Customer Satisfaction
Customer Service Satisfaction
Product/Service Satisfaction
Voice of the customer
Customer Service Feedback
Motivation and Buying Experience
Product Use Satisfaction
Service Quality Evaluation
Client Service Satisfaction
Customer Support Evaluation

Educations and schools
Course Evaluation and Improvement
Graduation Exit
Student Course Evaluation (Teacher Evaluation)
Training Services Evaluation
University Exit
Parent feedback
University staff satisfaction
Teacher satisfaction
Culture and climate evaluation

Healthcare
Medical Examination Services
Healthcare Opinion
Healthcare Well-being
Dental Care
Patient Satisfaction (Employee's Perspective)
Eye care survey
GP patient surveys
Employee engagement
Hospital performance evaluation

Public sector and government
Community engagement
Crime prevention
Volunteer application form
Public consultation
Social services
Neighbourhood watch
Crime prevention
Budget consultations
Visitor feedback

Human Resources
360-degree feedback
Recruitment satisfaction
Career Training and Development
HR Company and Supervisor Evaluation
Employee benefits
Employee exit
Employee performance
Job satisfaction
Team performance

Market Research & Marketing
Purchase Process and Evaluation
Concept Evaluation and Pricing Study
Advertising Effectiveness
Online Retailer Evaluation
Brand testing
Product testing
Consumer perception testing
Idea & product validations
Messaging testing

Events & Exhibitions
Event Evaluation
Exhibitor Feedback and Evaluation
Seminar Planning
Pre-event planning
Vendor exhibition feedback
Presenter feedback
Supplier and partner evaluation
Attendee feedback and evaluation
Delegate satisfaction

Not for profit & Charity
Volunteer recruitment and feedback
Volunteer satisfaction
Event planning and feedback
Volunteer management
Donor feedback
Academic research
Education surveys
Fundraiser feedback
Meeting planning

Want to find out more about how we can support you to achieve your data goals?

From simple evaluation surveys to global market research, or high-volume customer satisfaction projects, our team are on hand to ensure your success. With a combined knowledge of over 50 years of solving data collection challenges, there's not much we haven't seen! We take the time to listen to your challenges, and requirements, to recommend the best approach to achieve your objectives using SmartSurvey.

To fully understand the capability of our software, and explain how we can deliver a solution, we always recommend a demonstration. Every demo is customised to your requirements and we'll personally walk you through how we can help you to achieve your goals.

Your demo can be as short or as long a you like and we're happy to run as many as you need.

Our experts are ready and waiting to discuss your requirements.

To book your demonstration go to **www.smartsurvey.co.uk/demo**

Alternatively, please feel free to give us a call **0800 0937 822**

SmartSurvey