

In2quest streamlines your CAPI and small-scale CATI projects, allowing you to author surveys, field them and define the tables and charts before the data is collected. It is so easy to use that any market researcher quickly learns how to design professional questionnaires, interviewers require minimal training and supervisors efficiently manage complex projects.

In2quest

Bottlenecks from the start of the project?

In2quest includes its own survey design module, In2form. It has been developed specifically for market research and is so easy to use that you can start designing surveys in a matter of minutes, no matter what your technical background. You can insert questions or interviewer instructions, rotate or randomize responses – there are templates available for everything you may need for a survey, and all at the click of a button.

In2quest gives you a graphical representation of the questionnaire at all times so you can track your progress continuously. You can see how routing conditions applied to particular questions affect a respondent's navigation through the survey.

Once you have designed the questionnaires in In2form, you are not limited to CAPI or small-scale CATI interviewing since you can use the same questionnaire for large-scale CATI, Web or paper-based research with Quancept or mrPaper.

Restricted to particular types of surveys?

In2quest is equally well suited to long and short surveys. The routing can be as simple or complex as you wish; and you can write any kind of questions, whether single or multiple choice, numeric or grid. In2quest includes sophisticated multimedia capabilities too. Since you can display full-screen videos or high resolution pictures to respondents, it is ideal for advertising recall, or research on packaging, shelf placement and concept testing. You can play sounds to respondents, making jingles, music and radio advertising surveys



more efficient and effective with In2quest. And because In2quest runs on Windows computers including kiosks, laptops and lightweight pen computers, you can interview anywhere. In2quest brings the interview directly to the respondent, whether at home or in busy locations such as shopping malls or airports.

Managing interviewers in numerous locations?

The supervisor module, In2project, gives supervisors an easy-to-use graphical interface, allowing them to manage even the most complex projects with simple Windows techniques, such as ‘drag and drop’. Supervisors have control of the information on the PCs in the field, ensuring that projects are managed from one central location. Using a direct modem connection or the Internet, they can send and receive messages, transfer survey and project information and collect data for completed interviews. Allocating respondents to the right interviewers is fast and efficient and it is easy to track how many interviews have been completed as the survey progresses.

Unable to find an efficient method for small-scale telephone interviewing?

With the addition of the optional In2phone module, In2quest is ideal for telephone research projects with around 20 interviewers. In2phone is easy to learn and is installed and checked for you by one of our consultants. We can even customize it to suit your precise needs, if you wish.

In2phone links to a Microsoft Access database containing the names of the respondents and their phone numbers. You design the survey to display the contact details as the first ‘question’ and In2phone will select the records that fulfill your quota. The interviewer then dials manually or In2phone will do it for them. If the interviewer finds that the respondent’s details are incorrect, they can edit them online and In2phone automatically updates the database. You can insert the respondent’s name in questions to act as a reminder to the interviewer and In2phone also allows interviewers to set appointments to call respondents back.

Going over quota?

In2quest has the facilities to help you track the progress of your targets, allowing you to automatically stop interviewing as soon as you have reached them. You can even change the targets during the survey, giving you the tools to control and optimize the work of the field force.

Waiting too long for the analyses?

The logical checks and routing that you can build into your surveys with In2quest means that your data is clean and ready for immediate analysis. Data collected with In2quest can be exported to Word, Excel or any other Microsoft package. In2quest is also fully integrated with SPSS MR’s statistics and tabulation packages, SPSS and Quantum. The links between In2quest and SPSS are so close that, even before interviewing has started, you can design SPSS tables and charts within In2quest, ensuring that the results are ready as soon as the data has been collected. To ensure that open-ended responses are ready for analysis at the earliest opportunity, In2quest also includes its own easy-to-use coding module that allows you to start coding before the survey is complete.

Features:

- In2form - survey design:
 - Graphical user interface
 - Builds database library
 - Reuse any part of previous surveys
 - Full multimedia capabilities
 - Multilingual survey support
 - Complex logical operations
 - Rotation and randomization of responses and questions
 - Global change of shared response lists in a single operation
 - Script language for creating own functions (Visual Basic compatible)
 - Automatic links to SPSS to enable you to define the analyses while authoring the questionnaire
 - Outputs to In2view, Quancept and mrPaper

- In2project - project management:
 - Assign interviewers using ‘drag and drop’
 - Project progress monitoring, including interviews finished, average time, % completed etc.
 - Quota progress monitoring and control
 - Send messages to CAPI field force.
 - Transaction logging for full project history
 - Integrated communications package
 - Remote management of interviewer PCs
 - Sample management

- In2view - interviewing:
 - Postpone & Resume functionality
 - Read messages from project manager
 - Logon and password security
 - Interviewer coding
 - Automatic server connection for data transfer

- In2phone - optional telephone interviewing module:
 - Around 20 interviews
 - Reads and writes contact details to Microsoft Access database
 - Quota control
 - Automatic or manual dialing
 - Appointment setting

- In2data - export and coding
 - Exports to SPSS, Quantum, Excel, Access, Word, In2tab and SSS
 - Multi-user coding facility
 - Automatic generation of respondents for easy logic checking.

Businesses of all sizes drive their success using SPSS MR software and expertise for data collection, data management and insightful analysis and reporting. With a background in market research and business intelligence, we offer a technology portfolio of unrivaled breadth and depth, unmatched consulting skills and a truly global service through our international network of offices.

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