

Quanquest puts the researcher in control of the survey design. Author CAPI, CATI, Web or paper questionnaires and at the same time specify how you want to analyze the results, eliminating delays further downstream. What's more, you don't need technical expertise, even to tackle the most complex of surveys.

Quanquest

Missing deadlines due to backlogs in the DP department?

We recognize that much data processing (DP) expertise is taken up with typing – question texts, responses or brand lists. And your researchers spend time with DP staff, explaining their clients' requirements for questionnaire design and analysis.

If the researchers know how the questionnaire and results should be formatted, it enables them to design the survey. The workflow is streamlined, the bottlenecks reduced and the DP department is free to concentrate on other, often more complex areas of the research process.

Frustrated by complex procedures?

Quanquest is an easy-to-use Windows product that allows the researcher, or anyone else, to design the survey. You can create questions, define complicated routing, set up grid or battery questions and even apply rotation or randomization to answer sets or questions. Everything you

need is accessible at the click of the mouse. You simply select the required item from a menu and customize it by adding the text. Quanquest automatically produces a CATI, CAPI, or Web questionnaire script for mrInterview or Quancept ready to pass to DP; or a paper questionnaire if you are conducting traditional face-to-face interviewing.

Before interviewing has started you can design the requirements for your analysis. You select the questions you want to analyze, even specifying which mean scores to calculate. For example, for the question "How much do you spend weekly on grocery shopping?" you may want to see average expenditure. All this is output automatically in the Quantum specifications for your printed tables or Quanvert database – all you have to do is pass these files to DP staff and they're ready for processing.



Losing time redesigning the same survey for different media?

You only have to design the survey once. You select the environment you want to interview in – CATI, CAPI, Web or paper and the scripts or paper questionnaires are produced automatically. You can choose to produce all four at once. And even if the same questionnaire is being used for paper and Web interviewing (for example), you only design it once in Quanquest. Select the interviewing media from the menu and Quanquest will produce a paper questionnaire in Microsoft Word and a script for mrInterview. We provide a selection of questionnaire looks to choose from, or you can create your own with your logo.

To save even more time with your paper questionnaires, Quanquest also has automatic links to mrPaper. This allows you to manage your paper formats centrally, ensuring that everyone in your organization produces perfectly formatted questionnaires to match your or your clients' specified looks. For greater productivity gains you can then use mrScan to automatically set up the questionnaire for scanning.

Manually tracking the changes to regular surveys?

Your survey could be run on, say, a monthly basis. You still only have to design the survey once. You can then save the whole survey or just certain questions to an archive. In fact, you can archive anything you want to re-use – brand lists, interviewer instructions, routing or logic checks. The archives can be organized by client, subject, survey or any other classification that you need. All this saves time and duplication of effort.

Regular surveys will often change over time: you may want to vary the order of the questions or add new questions. Brands may be discontinued, re-launched under a new name or new brands introduced. Products may even have different names in different regions or countries. Quanquest can deal with all of this – you design the survey in the way you want, and leave Quanquest to keep track of the changes. Quanquest removes the need for manual intervention, making your whole process more efficient.

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.

Overburdened with the organization of multilingual studies?

All the researcher has to do is design the survey in one language. Translators' skills are in languages, not market research or Quanquest, so we've designed a special tool called mrTranslate for them. It presents just the question and response texts, without survey logic, and all the translator has to do is translate! Translated texts are carried right through from interviewing to analysis. And you can, of course, save all texts in all languages in your archives for future use.

Searching for tools that will fit in precisely with your working methods?

Quanquest is customizable, leaving you in control of the types of surveys that can be designed by your users. For example, you can specify that all surveys include a certain set of demographic questions in your house style. You may have a standard introduction and closing statement and want to make sure that nobody tampers with them. You may have a customer who insists on tables in a particular font. You can customize Quanquest to deal with all of these circumstances automatically. And we'll be on hand if you need help.

Feature Benefits

- Archives previous surveys or parts of surveys, with easy retrieval for re-use
- Facilities for repeated questions and batteries of scales
- Copy or move questions with question numbering and routing adjusted
- Globally changes shared response lists in a single operation
- Exports scripts for computerized CATI, CAPI and Web interviewing with mrInterview or Quancept
- Exports formatted paper questionnaires, including scannable forms, to Microsoft Word (via mrPaper)
- Writes SPSS Metadata Document (.mdd) files
- Exports tabulation specifications
- Searches and replaces text
- Powerful features for multiversion questionnaires and tracking research
- Supports multilingual research
- Completely customizable