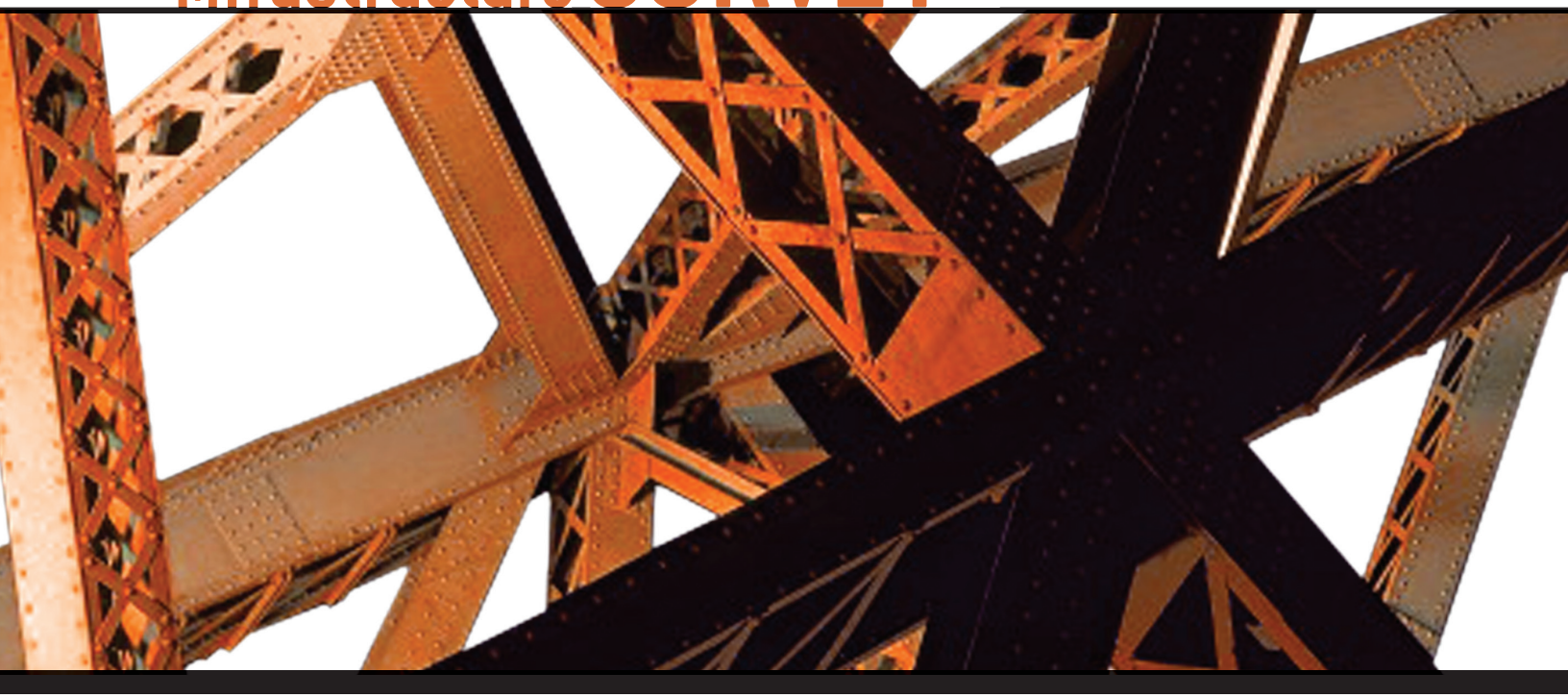
Mfrastructure SURVEY™



Mfrastructure Survey™

Mfrastructure Survey is an easy to use service for creating Internet surveys. You can collect survey information from customers, prospects and other online visitors. A wide variety of surveys can be supported, including web site evaluation, business lead qualification, online purchase experience, product experience, customer service and any other business survey that will assist you in collecting the information you need to improve your marketing.

Mfrastructure Survey allows you to design your surveys from scratch, from a template or from an existing survey. Add your logo, select the layout, fonts and color of your surveys for a custom look. Sophisticated survey logic allows you to conditionally branch surveys based on respondent answers. Multiple survey rule options provide tremendous flexibility in designing surveys—for example, allow your respondents to save surveys and continue later, provide a survey progress indicator and redirect respondents to a specific URL on your website for post survey action. And powerful security insures privacy of the information you receive from survey respondents, and allows you to restrict the survey to specific target users.

Mfrastructure Survey is a powerful survey tool that can support all of your marketing information needs. View summary, graphical or individual results of a survey in real-time through your browser. Or export the information to Excel or SPSS for enhanced reporting and analytics.

Best of all, Mfrastructure Survey can be operation quickly. With no software, hardware or staffing required, Survey can be implemented in a matter of hours.

Benefits of Mfrastructure Survey

- Easy method to gather information critical to your marketing efforts
- Get feedback to improve your product, service, customer support or any other key area of your company or customer touch point
- Complete control over your surveys with the option to have it match your web site
- Optionally export to Excel, PowerPoint or SPSS
- Create simple to sophisticated surveys with powerful branch logic
- Link surveys to your website, create pop-up surveys or email surveys to target respondents
- Powerful reporting of summary or individual information
- Filter results to focus in on desired information

Features of Survey

- Design your surveys from scratch, from a template or edit an existing survey to create a new one
- Can design a survey with a list of topics for focus groups, and a survey to collect profile information of focus groups
- Supports a wide variety of question types
  - **Pick one with or without comments** – allow comments like “other” to be an answer option
  - **Check all that apply** – select multiple answers
  - **Rank along scale** – supports important to unimportant answers or other range type
  - **Dropdown box** – select from a number of predefined answers in a dropdown box
  - **List box** - select from a number of predefined answers in a list box that shows all answers at one time
  - **Single line text response** – for entering text, such as name, address, etc.
  - **Pre-format answers** – survey takers must enter text in proper format, such as numbers in zip code
  - **Multi-line text response** – support free-form text in multi-line text box
  - **Numeric or percentage allocation** – ask questions that allow number or percentage answers
  - **Most preferred matrix** (Premium and Professional only) – compare one answer to the other

- **Multiple question and answer options**
  - –Must answer question
  - –Randomized question or answer
  - –Hide a question
  - –Rotate answers
  - –Display answers horizontally or vertically
  - –Send email notification when important answers are given (workflow alert)
- Spell check questions and answers
- Provides sophisticated survey logic for conditional branching (single or multiple answers), skip logic, branch with numeric range and delayed branch, and piping (use a response in one question as part of question or answer in a subsequent question)
- Excellent reporting tools to view online reports, or export results to Excel, PowerPoint or SPSS
  - –View summary or individual results
  - –Filter results by answer and on text, email address and date
  - –Show results in graphical chart
  - –Manual or scheduled report distribution

Proven Tool for Success

Marketing professionals live and die by information, especially up-to-the-minute information. Mfrastructure Survey provides you with powerful tools for gathering information quickly through your website or through direct email. No other solution allows you to design and create surveys with a wide variety of survey options more effectively and in real-time better than Mfrastructure Survey. Sign up today!

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