Imprezza Dynamic Surveys

We are very familiar with the paper, email and web based surveys. This approach assumes that customers have plenty of time to access and fill the survey. However, to the most, it is a monotonous and tedious chore - business management has not made it simple, quick and exciting. The questions do not dynamically change based on the responses - same questions asked every time. Dynamic survey enables building smart surveys that change based on the customer response leading to minimum number of questions asked. This means customer may see different questions asked each time though the survey session has not changed - a dynamic survey. This allows customers being asked to answer just one question and skip the rest based on their response - that will take just few seconds to finish.

GUI Based - No IT Help Required

Currently dynamic surveys are not common. One of the reason for this is that the design of such survey program requires IT help to design, code and maintain. Every time a marketing executive wants to change the dynamics of the questionnaire they will need to seek the IT help. Imprezza offers such function using GUI with no coding required.

Creating Skip Blocks

Imprezza uses a patent pending GUI based feature that we call IntelliProbe. If IntelliProbe is enabled, user can pick a question and a block of questions to be skipped based on the response to the skip question. The client can indicate the question and the block of questions to be skipped by highlighting the questions on the survey - no need to redesign and code the survey program. Imprezza provides several such block skipping functions using simple GUI highlighting in the survey list. This GUI based approach though simple and flexible enables building powerful dynamic survey session for the customer.

Example

The following shows survey phrases (questions) highlighted for creating a skip block -

(1) Please rate your overall experience

(2) Thanks for your excellent experience. Would you like to skip the rest of the survey?

(3) Sorry to hear that you did not have great experience

(4) Where you welcomed with a smile?

(5) Thank you for your time and feedback. Please provide comment and suggestion on the next page.

The IntelliProbe GUI allows selection of the skip question (1) and the block phrases to be skipped (here just one phrase) in the survey list. If the customer response was excellent and they opted to skip, the entire survey will be skipped (jumping to item 5) leading to customer answering just one question.

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