



# SurveyTracker Plus<sup>®</sup>

*The survey software that gets the job done*

Feedback—from customers, employees, students, faculty, and others—is vital to your organization’s continued success. SurveyTracker Plus is the perfect survey solution for delivering professional results. SurveyTracker Plus uses Scantron<sup>®</sup> technology to design, print and scan scannable forms.

## *Tired of using expensive market research firms?*

Market research firms can be a valuable resource. But they can also be costly. Further, each survey is a separate effort and expense, and the work you put into one survey may not be reusable in another. If you do multiple, frequent surveys, it may be more cost-effective to do it yourself using a flexible tool like SurveyTracker Plus.

## *Discovering “free” is not always free?*

“Free” online tools seem like a great idea. Unfortunately, most “free” online tools limit the types of questions you can ask and the reports you can see. Plus, each survey is a separate data set. If you need more robust questions options or need to compare results year over year, SurveyTracker Plus can help.

## *Want more control over survey distribution?*

Your respondents may represent a wide variety of technology comfort levels. Some may prefer paper, while others want to take the survey online. Studies show that response rates improve dramatically when respondents have a choice of how to complete the survey. SurveyTracker Plus provides multiple ways to send your survey—at no extra cost.

## *SurveyTracker Plus is your answer*

You need a tool that is responsive to your exact timing and needs, with embedded tools you can use to design effective surveys, deliver them cost-effectively via multiple methods to reach *all* your respondents, and easily view the results that are the reason you’re performing the survey to begin with!

### *Two versions to target your survey delivery needs*

#### *SurveyTracker Plus:*

**Survey-by-Disk:** Surveys placed on a network or USB drive and passed to respondents.

**Paper Surveys:** Printed surveys for respondents who aren’t online and users without scanners. Use standard forms purchased or printed at Scantron (see image 1). Or use the optional PrintFlexTM/ ScanFlexTM Add-On Component and print your forms using plain white paper purchased from a local supplier.

#### *SurveyTracker Plus Email/Web:*

**All the great delivery options in SurveyTracker Plus, and:**

**Web Surveys:** Web surveys support both standard and accessibility surveys that enforce standards as defined by the ADA and Section 508 of the U.S. Rehabilitation Code.

**Auto-Host Web Surveys:** Surveys automatically uploaded and hosted on the SurveyTracker web server for a per-project hosting fee.

## SurveyTracker Plus supports the complete survey design process



### Design

Easily design survey forms (online, paper, or both):

- **Wizards:** Easily create a survey or report, define a survey style, or distribute surveys.
- **Libraries:** Save time with pre-developed content such as surveys, questions, images, survey styles, or reports, or create your own.
- **Question Design:** Create and reuse questions and scales such as single or multiple response, horizontal numerical, true/false, and write-in.

### Administration

Use administration options to set up and send your survey:

- **Audience List:** Send to your entire audience or generate a statistically valid sub-sample of the list.
- **Hidden Questions:** Reduce survey length and increase reporting options by pre-populating selected questions from linked audience data.

### Data Collection

Collect data rapidly into a unified database regardless of your distribution method(s).

- **Form Scanning:** Use integrated Scantron scanners and avoid manual data entry.
- **Online Surveys:** See responses as soon as respondents submit the form.
- **Image Clips:** Collect hand-written responses from write-in questions on paper forms.

### Report and Analysis

Quickly generate reports based on existing reports, report templates, or create your own.

- **Multiple Table and Graph Formats:** Choose from many types of tables and graphs, each of which can be customized to suit your needs.
- **Advanced Data Filtering:** Pinpoint and display the results you want, how you want to see them including time trends and data comparisons.

## Add-on components expand your options

### SurveyTracker Plus Network Version:

Enable distributed team members to work simultaneously on a project.

### 360 Degree Evaluation Add-On Component:

Automate many of the more advanced 360° evaluation processes.

### PrintFlex/ScanFlex Add-On Component:

Print scannable forms on plain paper from Scantron or your local paper supplier.

### Course Evaluation Add-On Component:

Develop meaningful and informative reports for each class or instructor.



**GET THE RESULTS YOU NEED TO MAKE INFORMED BUSINESS DECISIONS TODAY!**

For a free consultation to meet your organization's goals, call **800.722.6876** or visit us at **www.scantron.com** to learn more.

### About Us

Scantron® provides technology to help you collect data you can use. We offer solutions and services, delivered with the quality you expect from decades of experience. Whether you need to work on paper, online, or anywhere in between, Scantron can meet you where you are and help you get to where you want to be.