

Do you own a spork?

Yes

No

If yes, how many?

1

5

10

+50

Would your meal be more or less enjoyable with the use of sporks?

Much Less

Less

More

Much More

Is it proper etiquette to use sporks when soups and sauces are a dominant portion of the meal?

Absolutely

Never

Unknown

Nexus
Surveyor 
Quality Research couldn't be Easier

Quality Research is not a Mystery

Looking For A Complete Web/E-mail Survey Solution?

Nexus Surveyor is a complete solution for creating and distributing surveys and collecting, analyzing, and reporting results. Whether you are looking to identify the key factors affecting your sales, searching for continuous feedback to drive your communications forward and manage your brand or service better, or trying to understand your clients motivations, expectations, and requirements, Nexus Surveyor helps you to get the answers you need and is an invaluable service for any organization.

Why Survey?

The process of business has become so dispersed that management finds it increasingly hard to keep in touch with customers, employees, and suppliers. Yet, it has never been more critical to gather the multitude of opinions and information. Corporations commission studies of new and existing markets. Focus-group leaders try to understand the issues driving customers and prospects. Dedicated staff handle inquiries from suppliers. In short, many modern businesses spend extensive time and money to better understand the needs and concerns of stakeholders, or those with a vested interest in the companies. Every business has these same basic problems:

- Understanding what customers want
- Managing tens, hundreds, or thousands of employees
- Managing vendors competing to supply products and services

The idea is that if management is armed with relevant information, it can make better decisions. The question becomes how companies can keep on top of what their customers, employees, and vendors are thinking about and what they desire. This is where Nexus Surveyor can help.

Benefits

Reduced Time

Nowadays, a survey can reach people in a matter of minutes, rather than days or months when compared with phone calls or waiting for the mail to return. Reorganizing those answers and outputting meaningful results is automatically handled in real time with Nexus Surveyor.

Relief for Your IT Department

Your web surveys don't have to get added to the heap of unfinished and un-started projects that have forever buried your IT staff and will never get done. By outsourcing part or all of your project with Nexus Surveyor, we'll take care of it all for you, to your exact specification.

Lower Costs

The major barrier to implementing surveys has been the cost. You either needed staff to telephone or meet with people to ask the questions, or you had to undertake a direct mail campaign with the expenses of printing, mailing, paying for the return of responses, and finally manually processing endless sheets of easy-to-mis-read scribbles and error-prone data entry.

With Nexus Surveyor, answers to your questions can be handled directly from your web site, by e-mail, or by PDAs. All information is recorded directly in electronic form and can be easily compiled and converted into meaningful results saving your organization significant time and precious resources.

Average comparison costs for delivering a simple, five-minute survey to 100 people

Telephone : \$50 for telephone costs + \$250 for interviewers + \$250 to enter data = US\$550

Mail : \$100 for printing/postage + \$400 to open envelopes/enter data = US\$500

Internet : \$200 to create/deliver form + \$5 to convert data = US\$205

A Team You Can Trust and Depend On

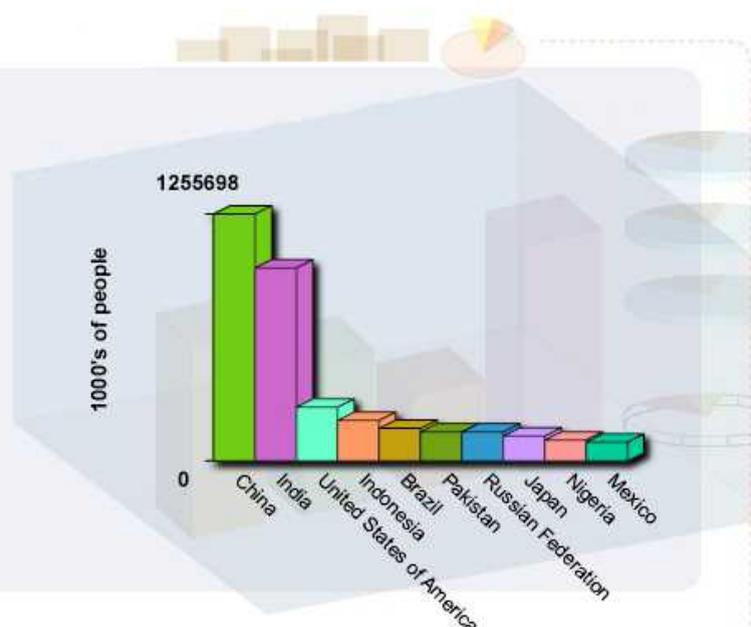
We know how scary it can be to put your trust in a third-party product or service when you're the one on the line with your boss or client. Survey projects can be particularly visible, adding to the importance of a flawless implementation.

Our experts are here for you, every step of the way. We're available when you need us, we have real people you can call and talk to, and get the help you need when you need it. We'll ensure things go smoothly, and if we hit a bump along the way, you can be sure our whole team will be on it immediately to resolve any hiccup and get your project back on track fast.



Key Features

- ★ Skip and Choose Logic (respondents answer only those elements and questions for which they are qualified to be shown and answered)
- ★ Text and Response Piping (using answers to prior questions in subsequent question)
- ★ Inclusion and Exclusions based on a previous question
- ★ Recall Previous Response
- ★ Interactive and Dynamic Error Checking
- ★ Multiple languages supported
- ★ Survey Progress Bar
- ★ Redirect respondents to a specified URL after they submit the survey
- ★ Restrict/permit respondents to submit survey more than once
- ★ Survey Password Protection



Ongoing Survey Management & Additional Services

If a single web survey is useful to you, it often follows that ongoing measurement is even more useful as you monitor trends over time and ask new questions. If you are considering ongoing feedback with hundreds or hundreds of thousands of members, we can manage your membership base for you from updates and changes, regular invitations, and random incentive draws. We can handle every detail on your behalf. Additional services for surveys include:

- ★ Customer Survey Design We can build a customized version of your survey including animation from page to page.
- ★ Mass E-mail Deployment By combining campaign management, live tracking, live subscribe from your web site, and an automated bounce mail management, Nexus Mailer is an invaluable tool for any organization that makes use of e-mail as part of its marketing mix or customer relations efforts. To learn more, visit www.nexusmailer.com
- ★ Language Translation Whether your survey is to be deployed in Japanese, Chinese Korean, etc., our professional translators can help.
- ★ Survey Hosting Don't want to involve your IT department in survey hosting? From single surveys to enterprise-wide deployment, our dedicated servers are located in a secure environment with the latest and most advanced technology for hosting and managing surveys.
- ★ Membership Management Whether you are managing hundreds or hundreds of thousands of members, we can handle your entire membership base from updates and changes, to regular invitations, and random incentive draws.

Nexus Surveyor delivers both aggregated data and feedback on an individual level, allowing you to follow up back to the source.



Features Overview

Create	<ul style="list-style-type: none"> - Get up and running quickly. Let us provide you with hundreds of existing survey questions in multiple categories such as Customer Satisfaction, Employee Reviews, Market Research, Membership Surveys, etc. - Our survey and technology experts can take your existing paper surveys, Microsoft Word, or any text document and administer the survey over the web / e-mail - Surveys can be deployed in multiple languages including Traditional & Simplified Chinese, Japanese, Korean, etc... - Make sure your survey look and feel corresponds with your brand or web site. We can completely customize a survey by adding logos, animated images, photos, etc... - Survey Testing before public deployment ensures the survey functions according to your specifications.
Question Types	<ul style="list-style-type: none"> - Multiple choice single selection (Choose One) / multiple selection (Choose Many) - Choose one and specify / many and specify - Rank order (questions the selection of a unique number for each topic) - Allocation question (total sum) - One-sided table questions - Fill in the blank (single/multiple items) - Fill in the number (single/multiple items) - Essay question - Single choice tables - Multiple choice tables - Fill in the blank tables
Survey Function	<ul style="list-style-type: none"> - Skip patterns - Multi-page surveys - Redirect respondent to web page following survey / E-mail respondent following survey - Randomized choice lists - Choose One, Choose Many and table rows question styles. Choice list anchors for choose one and choose many questions to keep items such as Don't Know or Other (please specify) on the bottom or top of the randomized list - Exclusive choice option - when the exclusive choice option is selected all other options are de-selected. - Real-time totaling of Allocation questions - Respondents can now see the total sum as they enter numbers into the allocation question text boxes - Advanced branching with Boolean (and/or) logic - Piping (using answers to prior questions in subsequent question) - Save and continue later from beginning or last question answered - Infusion of data from tables to survey (pre-population of survey form and results table)
Deployment	<ul style="list-style-type: none"> - Web-based - HTML e-mail - Text e-mail - Handheld device (Palm O/S or Pocket PC)
Reporting & Analysis	<ul style="list-style-type: none"> - Filter the database on one or more fields - Instantly view summary statistics including average, standard deviation, count, sum, min, max, mode, variance, etc. - Select from 14 chart types including stacked bar, pie, column, line, point, bar, stacked column, etc. - Advanced real-time web-based reporting includes time series, trend, gap analysis, frequency analysis, banners, top box, and 360 degree analysis - Downloadable stats for offline analysis in Microsoft Excel, .CSV, SPSS - Restrict/permit public access to the stats
Security & Privacy	<ul style="list-style-type: none"> - Report Portal runs under our secure extranet and is password protected - Optional password-protected surveys requiring user id and password - Prevent updates/duplicate responses - SSL access for survey pages

About Us

Sylogics is a leading developer of software applications. Some of products & services include:

- ★ Nexus Mailer ~ a self service e-mail marketing tool
- ★ F-DOTS ~ a food delivery & order tracking system
- ★ Nexus Surveyor ~ create & host intelligent surveys

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Choose a team that can get technology working for you.