

Case Study

Microsoft

 **Survey Analytics**
Enterprise Research Platform

Microsoft

A Commitment to Understanding the User Experience

Microsoft, the worldwide leader in software, services and solutions that help people and businesses realize their full potential, is a company that is fully committed to integrating the feedback and responses of their users. Because of this commitment, Microsoft works with Survey Analytics to gather complex sets of data from their consumer to enterprise-level clientele.

Over the past several years, Microsoft has launched numerous Survey Analytics solutions in order to learn more about how they can best serve their customers. Survey Analytics partnered closely with the Microsoft team to integrate various technologies and make the entire survey experience seamless. This survey results are tracked and updated in real-time so that Microsoft always has access to the most relevant up-to-date information and can compare those results over time. Microsoft also integrated the Survey Analytics offering with various Microsoft Technologies including Outlook, Dynamics, and more.

The comprehensive suite of survey-based research tools allows Microsoft to source and manage dynamic information from a variety of users. This research directly influences Microsoft best practices, updates to their services and software, and more.

“SurveyAnalytics brought excellent analytical marketing skills to the table and delivered results in a very short time frame,” said Romi Mahajan, Group Marketing Manager at Microsoft, “The ability to store unlimited amounts of data and then be able to interpret and apply that information is a huge value add to any company that values empirical, business-impacting research.”

To find out more about Microsoft, visit www.microsoft.com.

Client Feedback Surveys

Client attraction and retention is key to maintaining customer relationships. Whether you're finding out how a particular project went, how users interface with your web site, or collecting suggestions for an upcoming engagement, it is important to maintain industry survey best practices. According to Forrester Research's article "The Four Essentials Of Effective Web Site Intercept Surveys," two of the four best practices for online feedback (beyond survey content) are "streamlined experiences and usable interfaces".

Survey Analytics' leading software ensures not only an accessible and streamlined experience for the survey taker, but also for the survey creator. This allows companies to collect meaningful feedback while also ensuring a straightforward and streamlined experience for the user.

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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