



digivey™

Extra survey power  
in action.



**Ignite the  
power of  
interactive  
customer  
feedback  
with  
Digivey  
Survey  
Technology.**

Advance decision-making with  
instant, actionable data.

Traditionally, surveys have been paper-based, making them inflexible, difficult to control, time-consuming to tabulate, and resulting in inconsistent, often unusable, data.

Technology-based surveys have overcome some of these difficulties, but most solutions are missing features, limiting their usefulness.

To be effective, survey technology needs to have two critical components:

- 1 Simple, accessible survey systems that are inviting and user-friendly
- 2 Fast and flexible reporting that delivers real-time data in a consistent, usable format



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**“Digivey is excellent.  
We love it.”**

*Professional Market  
Researcher  
Vancouver, Canada*



## Digivey surveys are engaging, compelling, fast and efficient.

As an interactive survey software pioneer, Digivey is the gold standard for touch screen surveys, delivering compelling interactive, electronic surveys for all industries with direct customer contact. Digivey surveys are proven to engage the respondent to deliver the information your organization needs to make informed decisions.

## Gain these advantages with Digivey.

**Save time** creating attractive, compelling surveys with intuitive design features.

**Be confident** that the data you collect will be accurate, reliable and secure.

**Get feedback instantly** with real-time results delivered as surveys are being completed. Auto dealers, for example, use this ability to instantly identify dissatisfied customers and resolve complaints before the customer leaves the dealership.

**Simplify analyzing and communicating results** with auto-generated, top-line reports.

**Ensure surveys attract respondents** with built-in attractor screens, slide shows and/or video playing on the start screen during kiosk-idle times.

**Reduce your workload and costs** with one-step data entry and report generation.

**Adapt surveys to your needs.** Make your surveys self-service/self-administered or conduct surveys in-person with interviewers and support multiple languages.

**Be green** with a paperless survey system.

## More advantages:

**Save money** with an extensive selection of modular survey software.

**Support your brand** with the ability to design the look and feel of questionnaires to fit your brand and the style of your organization.

**Protect respondent privacy** with anonymous on-site surveys. Unless the respondents identify themselves, their names will not be tracked back to their answers.

**Boost customer communication.** Make your surveys more valuable for marketing and deliver information to the respondents at any time during the survey. Where desired, improve customer communication with messages derived from multiple sources — text, images, flash or video.

**Increase your reach with online surveys** and deploy online surveys via email or through a link on your website with the optionally available DigiveyPlus web survey launcher.



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“Digivey is the best touch screen survey software I have had the pleasure to put my hands on.”

*Director of Consumer Research  
Entertainment Park  
Orlando, FL*



## Simplify survey participation with touch screen technology.

The feature-rich yet easy-to-use Digivey Survey Suite™ has been designed to make it effortless for your customers to provide their valuable feedback to you. It includes all the capabilities you need to gather customer input and turn it into powerful, actionable data. Here are just the highlights:

**Question Options.** Maximize your flexibility by asking questions in many formats that are closed– or open-ended.

**Branching and Skipping.** Automatically guide the participants to questions by skipping questions which do not apply to their profile or previous answers.

**Piping.** Pull answers previously submitted into subsequent questions such as name or other attributes.

**Multimedia.** Make surveys engaging, with voice, pictures, video or music.

**Multiple Language Layers.** Let participants choose their survey language. You see all the results, or filter the results by language.

**Attractor options.** Use eye-catching screens, slide shows and videos on the start screen during kiosk-idle times to attract respondents.

**Email and text message notifications interim survey.** Keep your finger on the pulse of the respondents while data collection is still on-going and receive configurable notifications by email or SMS text on a mobile phone.

**Auto-Generated Top-Line Reports.** Make just a few clicks to get comprehensive reports for electronic distribution or print.

**Enhance your surveys with auxiliary peripherals** like smart card readers and bar code scanners that are fully compatible with the Digivey survey software. Perfect for “Scan answer and win” type surveys that are popular in retail, at sports events and trade shows.

## Additional benefits:

**Data collection reliability.** Rely on Digivey Launcher for data collection and extensive built-in data cleansing and data manipulation capabilities to ensure your data is of the highest quality.

**Sophisticated Scoring.** Create surveys, quizzes and assessments and much more for a wide variety of applications.

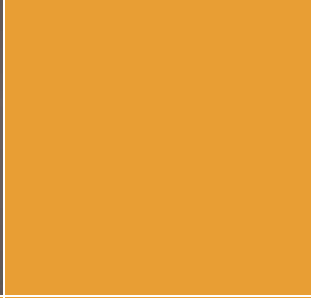
**Spoken Surveys.** Overcome the barriers of language and low education levels with recorded surveys (in multiple languages) that speak the questions aloud while respondents view the questions on-screen.

**Voice Response.** Let customers answer surveys verbally.

**Interrupt and Resume.** In in-person interviews, this feature is excellent for healthcare surveys conducted at a patient’s bedside. If a patient falls asleep or needs medical attention, the survey can be paused and resumed at a later time.

**Print or text a coupon.** Automatically print or send text messages with incentive coupons to motivate respondents to make immediate purchases.

**Picture capture.** Get your respondent’s permission to take their picture, then see it with their responses.



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“Digivey delivered a huge quantity of quality results in a fraction of the time.”

*VP Market Research  
Retail Industry,  
Chicago, IL*



“At our trade show, respondents lined up for their chance to complete the Digivey touch screen survey.”

*Market Research Director  
Healthcare Technology  
Atlanta, GA*

## Collect insightful customer data — effortlessly.

The uses and value of the Digivey Survey Suite are limited only by your imagination.

## Use Digivey in a dozen of ways.

Here are just a few of the innovative ways Digivey customers use our technology.

- Advertising research
- Assessments
- Clinical research
- Customer and patient satisfaction surveys
- Events and road shows
- Exit surveys at trade shows
- In-store surveys
- Mall intercepts
- Market research
- Product voting
- Quizzes
- Trade show surveys

## Enhance your services using Digivey insight,

- Consumer shows and events
- Educational sites
- Entertainment events
- Financial service centers
- Healthcare facilities
- Museums and exhibits
- Non-profit fundraisers
- Retail locations
- Sporting events
- Tourism and hospitality facilities





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## Gain extra survey power and convenience with the Digivey modules.

Digivey helps you manage the complete survey process from questionnaire creation to analysis so you can connect with your target audience anytime, anywhere, in a safe and secure manner.

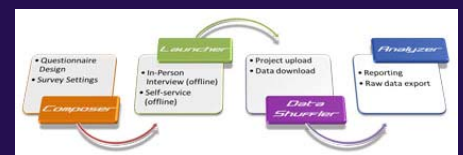
### Digivey Composer™

#### Create engaging survey designs with ease.

Create compelling, interactive questionnaires in just minutes with Digivey Composer and fully customize your projects with logos, background screens, fonts, pictures and multimedia content.

#### Features

- Closed-ended and open-ended question types
- Branching, skipping, piping, scoring
- Multiple languages
- Multimedia content
- Project template storage
- Question library
- Design check
- Spoken surveys
- Support of direct interaction with printers, scanners and bar code readers
- Bi-directional information flow with information screens accepting multimedia content originating from multiple sources (text, pictures, flash, video, audio)
- ... and many more features for compelling questionnaire design.



Collect more and higher quality results with the Digivey Survey Suite™.



Composer

Easily make your surveys more engaging with photos, video and voice.



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## Digivey Launcher<sup>™</sup>

### Collect data for instant feedback.

Use the reliable data collection assistant to gather data anywhere, anytime. Whether your survey is self-administered or interviewer-assisted, this module makes it fast and easy to complete questionnaires.

### Features

- Data collection
  - Continuous survey loop and single loop
  - Data export
  - Password protection
  - Power failure recovery
- ... and many more helpful features.

## Digivey Analyzer<sup>™</sup>

### Share and evaluate your data.

At the touch of a button, you can generate easily understandable, ready-to-use reports with information you can act on now.

### Features

- Top-line reports at the click of a button
  - Data filters
  - Export of color charts
  - Export of raw data as well as customizable data export
  - Administrative statistics
  - Cross tabulations
- ... and many more helpful features.



Launcher

Respond to customer dissatisfaction by quickly learning about and fixing problems.



Analyzer

Easily communicate results using Digivey's extensive report format options



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## Digivey Data Shuffler<sup>™</sup> \*

### Transfer projects and data remotely.

Gain enhanced connectivity between the project administrator and your remote survey stations to publish new surveys instantly and get data back in real time.

#### Features

- Remote connectivity
- Automatic project deployment
- Automatic data transfer, including periodic data transfer schedules
- Seamless integration with other Digivey modules

... and many more helpful features.

## Digivey Plus<sup>™</sup> \*

### Switch gear to mixed-mode data collection.

Create your surveys once and deploy your surveys on-site and online with a subscription to the Digivey Plus web survey launcher.

## Digivey Data Bridge<sup>™</sup> \*

### Inject survey data into existing data bases.

Make existing data bases even more valuable with the automatic injection of survey data so your users can view and access the merged data all at once.

\* *Optional modules*



**Data Shuffler**

Turn the gathering of customer information into a valuable, seamless process.



**Digivey Plus**

Collect more results with DigiveyPlus.



**Data Bridge**

Automate the data synchronization process.

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Call us today and  
take the first step  
toward igniting the  
power of interactive  
customer feedback  
with Digivey survey  
technology.

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