

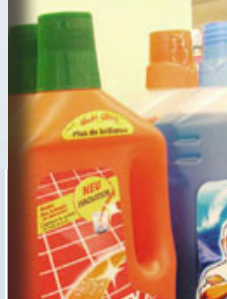
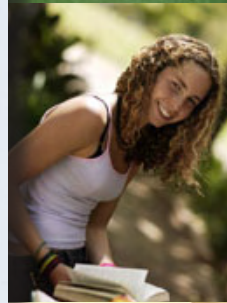
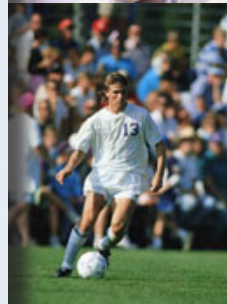


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Online Surveys with **echopoll.com**



White Paper





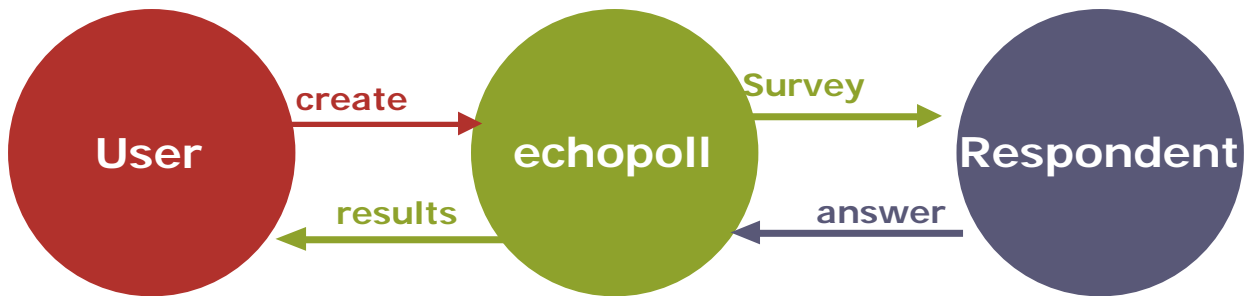
echopoll.com

A Management Tool

echopoll.com is a Management Tool for Internet based surveys. Users can create online questionnaires for private and business purposes without the IT-Department, send them by eMail or link them to their Homepage. The results are immediately available in graphical and table form after the participant has filled in the questionnaire. The only requirement for echopoll clients and respondents is the access to the intra or Internet.

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Register



You can register yourself at echopoll.com without any risk and commitment. After the free registration with echopoll.com you can create surveys and

test them. Only once you are completely satisfied with the result do you buy a service from echopoll.com to publish the survey.

Data Security



Data security is very important to us. That's the reason why we decided to secure the whole of the communication between you and us. The results from the surveys are exclusively for the use of our clients. 30 days after ending the survey all data will be deleted from the server.

Echopoll.com runs on one of the most powerful and most secure High end Internet Data centres in Europe with 8 times multiple redundant Fibre Connection to the internet using over 7 different Providers for quickest Data transfer at all times



Survey Types

Echopoll offers two types of surveys:

1. Paged (Standard)
2. Single step

Paged

(default)



In this default setting (without routing) echopoll produces one continuous survey with user defined page breaks and/or additional descriptive text lines. In this setting all Participants always answer the same and complete questionnaire regardless of individual answers. The respondent can edit his answers and his inputs before submitting the survey

This survey type is particular useful if the prospective respondent group is well known, the group is very homogenous and the survey is focussed to a relatively narrow topic (e.g. a survey on clients about specific products or services, a survey on members of a club, a survey on employees of a company)

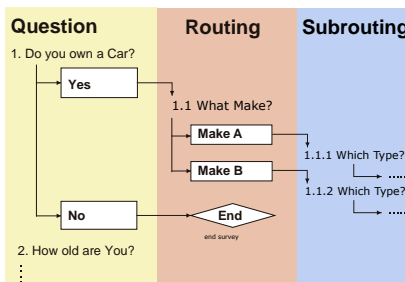


Single Step

(Dynamic Survey)



Selection of this survey type extends the survey functionalities of the standard settings with routing functionality. The use of this type automatically changes the questions of the survey, taking into consideration the individual answers from the respective respondent (for example if one participant answers to a yes/no question with no, the survey will be ended, should he select the yes option he may answer a string of questions).



As the final structure of the survey is not available at survey start, the survey will be presented to the respondent question by question. This reduces the risk of path dependent answers from the respondent.

respondent profiles are very heterogeneous, but should all be included in the results. Examples for the use of this survey type are surveys taken from clients about their acceptance of certain products and services excluding clients who haven't used the products who cannot not evaluate them. Another example would be to include only respondents in the survey who meet a certain criteria (i.e. all respondents who are above a certain age, those who have a drivers license or those who have been in a certain city etc.)

Routing is available for the following question types: Yes/No, single selection table and drop down box. Multiple routing is available i.e. one routing question might be followed by another routing question. This allows you to modify the survey to individual respondent profiles. Thus enabling you to structure the survey based on individual answers with individual questions and answer options.

This survey type is used, if the re-





The Questionnaire



No man really becomes a fool until he stops asking questions. Charles Steinmetz

To quickly react to the permanently changing global world, Organisations and Corporate need information. Every day data is collected and very often surveys are used. All major type of questions can be handled using echopoll.com. You may add a welcome and introduction to your survey, design a short confirmation text and personalize your questionnaire with your **logo**. Now the survey is ready for publication.

① Open Questions

- Text

- Text Box

- Contact Question

First Name

Last Name

Email

- Date

(e.g. DD.MM.YYYY)

- Numeric

② Selection Questions

- Yes/No Question

Yes
 No

- Radio Buttons

Option 1
 Option 2
 Option n

- Dropdown list

- Checkboxes

Option 1
 Option 2
 Option n

③ Rating Questions

- Ranking

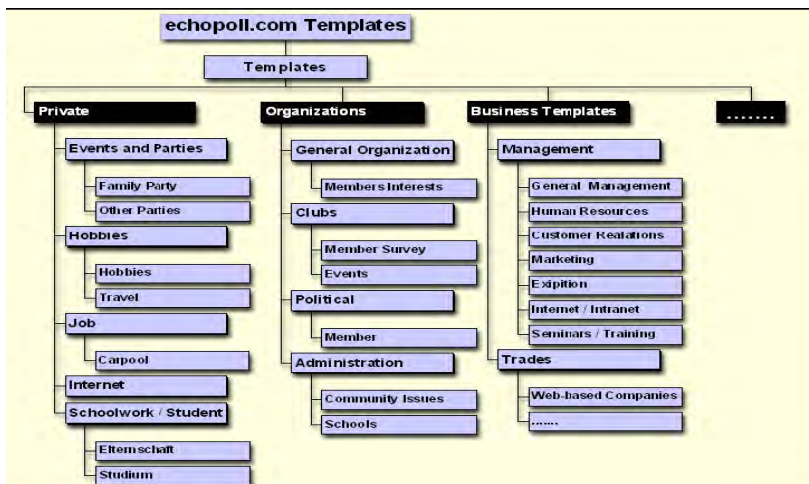
Very Good Good Poor

- Ranking Table

	Gut	Schlecht
Option 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Option n	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Numeric Table

	1995	2002
Option 1	<input type="text"/>	<input type="text"/>	<input type="text"/>
Option 2	<input type="text"/>	<input type="text"/>	<input type="text"/>
Option n	<input type="text"/>	<input type="text"/>	<input type="text"/>



Templates



With echopoll.com you produce your own surveys.

You can use a survey, originally in paper form, which you might have from a couple of months or years ago. Or you can adopt one of our daily growing number of templates to your personal needs, or even create a new survey from scratch.



echopoll.com

Test Survey



Immediately after creating your survey you can test it, that means you can take the survey yourself and get yourself acquainted with the Result Analysis.

Within your own Test environment you answer your questionnaire and create Test results. You find out how complete your survey is, what is missing and if the collected data is useful for your specific needs.

In this status you can change the questions and gauge the results.

Send Questionnaire



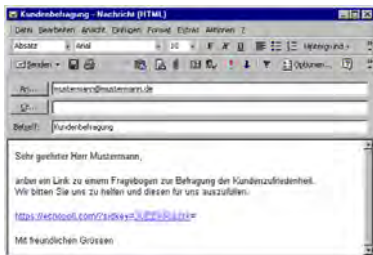
To open the survey to your recipients you activate it giving your questionnaire a new status. This means your Survey will automatically be available on a special Web page. To get to this web page you will receive a survey specific link from us (e.g. <https://echopoll.com/?sidkey=3UEE=>). Now you can invite your respondents to take the survey. Three different ways are available:

1. You can create your own Email that contains the link
2. We will send the Email for you using your own Address book at echopoll.com. The simple to use Menu makes the sending of a batch of eMails very easy. Addresses can be entered one by one or uploaded automatically from almost all the major standard office packages.
3. You copy the link to your survey into your homepage. Doing that enables new visitors to your site to start communicating with you.

Example



To send the survey via Email you copy the survey link into your Email text (cut and paste). This Email you send to all potential participants of your survey. Via the link they can reach your survey and answer it online.



School quality survey

1 Make your survey visible on the internet here.

▶ ⏸ ⏹

Start, Stop or pause your survey here. actual status: **visible** Published: 9/12/2003 16:04 Expires: 7/2/2014 15:51

You can make your survey visible on the internet by pressing the "Play" button. You can also pause and restart your survey. If you wish to make minor changes to the text of a question, if you click the "Stop" button, your survey will be finished and you can analyse the results. YOU MAY NOT RESTART A SURVEY ONCE IT IS FINISHED.

2 Now let people know about your survey here.

a echopoll.com mail system

Email you may use the echopoll mail system to send specific invites.

b Mail link from your own mail.

Survey link <https://echopoll.com/index.php/sidkey=3UEE=&mail=> This is the link you send to your respondents. The button sends you an email with the link included that you may edit and send out yourself.

c Place a link to the survey on a website.

Web Link include this text in the html-code of your website: This is a link you may place on your website. The html code can be cut

Answer Survey



Your participants reach the survey by clicking on the provided link eMail. On the start page of the survey appears the introductory text and your Logo. Just one further mouse click leads the respondent to the survey itself. Here he can answer all of your questions online. If you are looking for Contact details and the respondent enters this field, the anonymity of the respondent is guaranteed. If no answers to these questions are given it means that the questionnaire remains anonymous.



Mitgliederbefragung zum Marketing

[Hier nähere Details eingeben]

[Hier weitere oder allgemeine Informationen für den Befragten eingeben]

Fragebogenbeginn

Wieviel Prozent Ihres Gesamtumsatzes investierten Sie in Marketing?

- 0%
- 1-2%
- 3-6%
- 7-10%
- Mehr als 10%

Planen Sie Ihr Marketingbudget im nächsten Jahr zu erhöhen?

- Ja
- Nein

survey in your survey and the now asking data in lifted. means

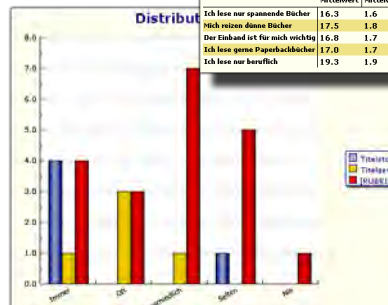
Results



Immediately after each respondent has answered a survey they will become part of the results. With that, you have permanent control of the current status of your survey and can read interim results. The results will be displayed in the form of tables and graphics. Depending on the service bought, the data is available for **download** to change the layout to suit your own corporate design.

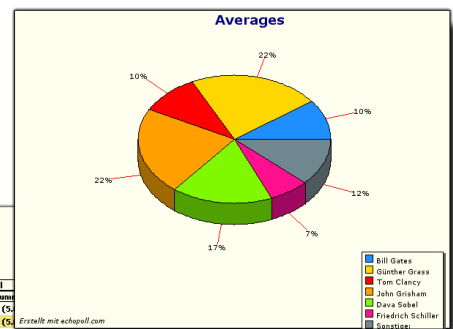
You can also give your survey participants access to the results. This can be done automatically after taking the presentation showing the current interim results or by sending a new eMail to your respondents with a link to the results page.

	Mittelwert	Mittelwert Einstufung	Std. Abw.	Kurtosis (Wölbung)	Schiefe
Ich lese nur spannende Bücher	16.3	1.6	2.9	-2.3	0.6
Nach mir sind keine Bücher	17.5	1.8	11.1	-2.9	0.2
Der Einband ist für mich wichtig	16.9	1.7	11.4	-2.6	-0.4
Ich lese gerne Paperbackbücher	17.0	1.7	11.6	-3.0	-0.0
Ich lese nur beruflich	19.3	1.9	9.6	-3.0	0.0



	Mittelwert	Mittelwert Einstufung	Std. Abw.	Kurtosis (Wölbung)	Schiefe
Titelstory	1.6	0.1	2.0	-2.9	-0.1
Titelgeschichten	2.0	0.1	2.3	-2.9	-0.1
[RUBRIK 1]	11.2	0.7	7.6	-2.9	-0.1

	Immer	Öft	Unentschiedlich	Selten	Nie	Total
Titelstory	44.4% (4.0)	50.0% (3.0)	12.5% (1.0)	0.0% (0.0)	0.0% (0.0)	16.7% (5.0)
Titelgeschichten	11.1% (1.0)	50.0% (3.0)	87.5% (7.0)	0.0% (0.0)	0.0% (0.0)	46.7% (14.0)
[RUBRIK 1]	0.0% (0.0)	0.0% (0.0)	0.0% (0.0)	83.3% (5.0)	0.0% (0.0)	16.7% (5.0)
[RUBRIK 1]	0.0% (0.0)	0.0% (0.0)	0.0% (0.0)	0.0% (0.0)	100.0% (1.0)	3.3% (1.0)
Total	100.0% (9.0)	100.0% (6.0)	100.0% (6.0)	100.0% (6.0)	100.0% (1.0)	100.0% (30.0)





echopoll.com

All the advantages:

See for yourself! Compare for yourself using the example below: You want to survey 150 respondents about your offer or your client service!

	Traditional survey by post office	Innovative Survey via Internet	Difference/ Saving:
Return ratio	small to good <small>(due to high effort by participants)</small>	good to very good <small>(Small expenditure and novelty for the participants)</small>	Improved return ratio = Better result!
Error rate	10%	0%	Error free!
Templates	Paper & pencil	over 70 Templates	Solid basis for simpler development of surveys
Costs	189,-€	29,-€	160,-€
Time (=Money)	at least 30 hours	approx. 1.5 hours	28.5 hours

Your Intranet

You have seen the potential of echopoll.com for your company and want to use it regularly than we offer an in-house solution for your intranet. The full spectrum of functionality and all advantages of this tool will be available to your employees.

You can use it for internal and external surveys without using your IT department all the time.

Save on internal resources and enlarge your knowledge.

Ask us for further information.

echopoll.com is offering you

- Free test of echopoll.com
- Intra and Internet capable
- Online questionnaires without IT knowledge
- Free up IT resources
- A growing number of templates
- Online results in tables and diagrams
- Result download

Kontakt

<http://www.echopoll.com>
info@echopoll.com

Address:
 echopoll.com
 Preyer Information Technology GmbH
 Am Oberberg 6
 D-61476 Kronberg (Germany)

Tel.: +49 (0)6123 -703 9975
 Fax.: +49 (0)6173 - 321 459