



- Client Dashboard
- Bellview Web Interviewing
- Pulsar Web Real-time online tabulations

How can Star Data Systems help you and your clients?

- *Taste Tests and Mall Surveys*

Situation: You are currently conducting 5 or more central location studies per month in malls and you FedEx paper questionnaires, instructions and test products to four or more malls across the country. The studies require the interviewers to recruit respondents to specific quota cells in the mall and conduct the taste tests in the test facility located in the mall. You provide data entry, tabs and a completed report to the client as soon as possible after the end of the study.

Issues and Problems: At best, the questionnaires, products and instructions are shipped overnight and actually arrive the next day for the study to begin. Often, at least one of the malls doesn't get the materials in time to start the same day. You rely on telephone descriptions from the supervisors and their assurances that quotas are being met. At the end of the study, the malls overnight the completed questionnaires back to you on your FedEx account, only to discover that some facilities have not met their quotas properly and that some questionnaires are improperly completed. You have spent over \$100 per mall for overnight packages which have taken up at least 3 days shipping time back and forth BEFORE having to spend more time and money on data entry and tabulations.

Solution: Using Star Data Systems' ASP and custom web survey services, the questionnaires and instructions are programmed in advance and are available on your company's website so that the mall facilities you select can begin interviewing as soon as the product arrives. All rotations and skip patterns are followed correctly because the interviewing is done on Internet Explorer browsers connected to our automated interviewing software via the web. Quotas are managed by the system, and you (and your clients if you wish) can monitor quotas and key tabulations by logging onto our real-time tab system using only a browser on your desktop PC. When interviewing is complete, your tabs are ready and available by web before the malls would have had the questionnaires boxed up and ready to ship in a normal study. You save time and money by not having to ship anything but the product to be tasted and you know for a fact that quotas are being met and the study is conducted properly as the interviewing takes place.