



FEEDBACK  
DRIVES  
NEW INSIGHTS



# Features of NETQ Applications

## Designing questionnaires

### Creating and changing

Questions and answers	Easily create all types and combinations of question together with the possible answers via the user-friendly interface
Image and sound	Image material (including hotspots as required), video films and sound bites also possible in questions or as a possible answer
Randomising	Possible answers can be presented in random order
Ranking and total	The respondent can also indicate a sequence (1 to x) or total (e.g. 100)
Explanation and tips	Give respondents instructions or display warnings using text blocks or mouse-over texts before, during and after questions and answers
Check	Compulsory answering is possible and thorough validation, including plausibility checks, is available to prevent respondents making incorrect entries
Basing	It is possible to repeatedly base subsequent questions and answers on answers to earlier questions
Skips and routing	Multi-optional routing is possible with skips, piping and extensive filtering on the basis of random (sets of) conditions or quotas
Example presentation	A preview including layout can be displayed per question, per block of questions or for the entire questionnaire
Multilingual	A questionnaire can be completed in 5 languages as standard – German, English, French, Italian and Dutch in 1 dataset - with the option to add any number of other languages

### Design and layout

Housestyle	Questionnaires can be displayed in the desired house style using templates
WYSIWYG editing	All texts and images in the questionnaire can be added manually or additionally processed with the WYSIWYG editor or the HTML editor
User-friendliness for respondent	To avoid the need for scrolling, the questionnaire layout is fully adjustable, including question widths and heights, line spacing and page breaks
Image optimisation per medium	The display of the questionnaire is automatically optimised to the respective fieldwork medium, when being completed on a monitor, PDA or TabletPC

### Testing and publishing

Test link	Online questionnaires can be tested via a test link – also by a test panel – prior to final publication. Questionnaires intended for completion over the telephone, on a PDA or TabletPC also have their own test routine
Scheduled publication	The start date and time and end of publication can be automatically scheduled on the basis of the date and time or the maximum number of respondents
Printed versions	The researcher can print a PDF version of the questionnaire, including a presentation of the structure and coding, and respondents can, if they wish, print their answers or receive them by e-mail in PDF format
Login	It is possible to grant respondents exclusive access with an automatically generated user name/password combination
Progress indicator	Respondents can be shown a progress indicator
Session breaks	Respondents can fill in questionnaires in several sessions if they wish
Anonymous or	A respondent may fill in questionnaires several time – not with a unique multiple completion link – or anonymously

### Processing and managing

Dragging and dropping	Drag & drop functions allow (blocks of) questions and texts to be copied quickly, question sequences to be modified and panels combined
Copying from the MS Office clipboard	The possible answers can be copied from MS Word or MS Excel using the clipboard
MS Word import	Entire questionnaires can be imported directly from MS Word
Project overviews	The discover function allows questionnaires and related e-mails and panels to be clearly mapped for research projects
Library	Special questions, questionnaire templates, e-mails and reports, as well as images, video and sound can be managed and accessed through the library
Exchanging questionnaires	Entire questionnaires can be copied from other external users once their approval has been obtained
Pausing or closing and archiving	Once the fieldwork is complete, the questionnaire can be taken offline - temporarily, if necessary - and ultimately stored in the archive

### Gathering new insights independently

Collect feedback and do your own research easily using clever applications for online surveys, panels or monitors via the internet, or perform field research via face-to-face interviews on location, using PDAs and TabletPCs

### In 3 simple steps

- 1) Quickly create your own new surveys
- 2) Approach respondents easily, either via the internet or in a more personalised way by email
- 3) View results directly and export them for analysis

### Learn more

The *Manual NETQ Internet Surveys* presents you with the total overview of features included.

FOR SMART SURVEYS

## Fieldwork: Acquiring respondents and data collection

### E-mail acquisition

Creating in housestyle	E-mail invitations, reminders and newsletters can be displayed in the desired housestyle using your own templates
WYSIWYG editing	Texts and images in e-mail messages can also be added or further processed as required with the WYSIWYG editor or the HTML editor
Example presentation	A preview of the e-mail message is displayed, including layout
Personalisation	The subject line, sender, reply address of e-mails can be manually set and the opening and content of the e-mail can also be personalised, as can the link for each recipient
Test e-mail	Test e-mails and links – also using a test panel – before final sending
Importing e-mail addresses	External e-mail addresses can be imported together with other variables via MS Excel files
Delivery capacity	Up to 10,000 e-mails per hour can be sent using the shared hosted editions, and up to 50,000 e-mails per hour via dedicated hosting
Multipart sending	Depending on the functionality of the respondent's e-mail software, the e-mail message can be displayed as plain text or HTML
Bounce management	Hard bounces, soft bounces and auto-replies can be dealt with by automatic actions and processed in panels as required
Reminders	It is possible to send automatic e-mail reminders to people who have been invited, but have not yet filled in a questionnaire
Confirmations and newsletters	Respondents can also be sent e-mail confirmations after completing a questionnaire or, if they have opted in, a newsletter
Delivery statistics	Overview of the number of sent e-mails and bounces are displayed by questionnaire, panel, report or month

### Website acquisition

General text or banner link	Visitors can be invited to complete the questionnaire via a general link – text or banner – placed on your own or other websites
External pop-up window	The questionnaire can be presented in a pop-up window, which will be blocked by pop-up blockers as required by the visitor
Single approach and completion	It is possible to use a cookie to invite visitors just once and to let them fill in the questionnaire no more than once

### Acquisition via letter

General URL of questionnaire	Respondents can be asked by letter to fill in the questionnaire on a general URL such as <a href="http://redirect.netq.co.uk/yourorg">redirect.netq.co.uk/yourorg</a> or <a href="http://www.yourorg.co.uk/survey">www.yourorg.co.uk/survey</a>
Unique URL and other panel variables	Panel variables – including login – can be added to the letter, allowing personalisation of address, content and the link for each recipient

### Multichannel data collection

Online on the internet (CAWI)	<i>NETQ Internet Surveys</i> lets respondents access a questionnaire online via e-mail and website links and fill them in online.
Telephone (CATI)	<i>NETQ Telephone Surveys</i> can be used to complete a questionnaire over the phone. Automated random sampling is also possible for call agents
Face-to-face on location (CAPI)	<i>NETQ Field Research Surveys</i> allows questionnaires to be completed on-site in a face-to-face interview with the help of a PDA or TabletPC or using a touchscreen information pillar. Interview results can be synchronised in real-time via WLAN or GPRE, or via a network with internet access
Monitoring the interviewers	<i>NETQ Field Research Monitoring</i> enables researchers to monitor the quota of interviewers in the field in real-time.
Written form (PAPI)	A special PDF export can be printed out from the web-based questionnaire for the purpose of paper & pencil data collection.
Data-entry mode	Process handwritten questionnaires via the data entry mode
Hybrid data collection	The powerful multichannel NETQ feedback platform enables 'mixed mode' research via combinations of internet, telephone, face-to-face and/or handwritten completion of questionnaires

## Building and managing panels

### Panel structure

Personal details and background variables	In addition to the standard personal and contact details of panel members, extra background variables can be created per panel as required
Importing and exporting	Details of new or existing panel members can be imported or exported via MS Excel
Validating e-mail address	In the case of panel import and manual panel entry or entry by the respondent, a check is made for incorrect or any duplicate e-mail addresses
Registration page	New panel members can register via a registration page on your website and their details can be automatically processed in the panel

### Panel management and selections

Profile page	Each panel member has their own profile page for manual data management
Splitting or merging	Panels can be easily split or merged
Selection filters	Filters can be used to make accurate random selections on variables
Quota management	Define respondent groups that must have minimum representation
Panel overviews	Overviews of features such as completion time, loyalty, response and non-response, inactivity and overactivity as well as inflow and outflow can be generated per panel overall or per panel member individually at questionnaire or question level
Cleaning up panels	Delete individuals or groups or unapproachable or inactive panel members

### External panels

Panel suppliers	Respondents in samples of online access panels of cooperating panel suppliers can be approached via a publishing link
-----------------	---



## Reports

### Data, tables and graphics

General statistics	Details on the runtime and content of the questionnaire, number of respondents approached, respondents that have started and finished, average time taken, total time and number of sessions
Rights counts	Real-time reports of results per question or variable using tabular presentation of rights counts and percentages and visual display in graphics
Categorisation	Answers to open questions can be categorised for analysis
Cross-references	It is possible to create random cross-references between answers to various questions or variables
Graphic types	Display graphics flat or in 3D as a pie-chart, vertical or horizontal bar chart
Report templates	Reports can be displayed in the desired housestyle using templates
Anonymous processing	Results of panel members can be processed anonymously as required
Benchmark	A benchmark comparison between several groups can be made within one or more questionnaires and panels, and over time
Copying	It is possible to copy the displayed tables and graphics
Exporting data	Results can – once filtered as required – be exported in PDF format, to MS Excel and SPSS, including variables, values and coding

### Feedback

Own answers	Respondents see the answers they have given on-screen and can print these as required via the browser or receive them by e-mail in PDF format
Scoring and tailored advice	Scoring functions offer the possibility to give direct feedback to (combinations of) answers for the purpose of tests and testing for screening and diagnosis of other measuring instruments
Triggering actions	On the basis of the answers given, an e-mail – alarm function – can be sent, or it is possible to start direct on-screen communication

## Support

Manual	Current, in-depth manual, including 'quick start' is available to users within the application, with an abridged version in the case of a test account
FAQ's	The list of frequently asked questions and their answers can be consulted on the website
Training	The <i>NETQ Basic Training</i> course is for beginners who want to do online research using simple questionnaires. The <i>NETQ Expert Training</i> course is aimed at more experienced users who want to use complex functions
Helpdesk	Free helpdesk support – from 9:00 a.m. to 5:00 a.m. – on telephone number 0900 235 6387 (Holland) and +31 30 230 6951 (international) or send an e-mail to <a href="mailto:support@netq.nl">support@netq.nl</a>

## System

### User settings

Simultaneous use	Anywhere from a few to an unlimited number of users can work simultaneously in various workgroup environments as required
Rights (groups) and authorisations	Users can be set up and authorisation levels set per user or workgroup using a comprehensive rights management system
Multilingual	The user interface is available to researchers in 4 languages – German, English, French and Dutch
Security	Questionnaires can be filled in as required via a secure connection with SSL encryption or based on access within a specific IP range

### System specifications

Database	Microsoft SQL Server
Development	Adobe ColdFusion
Operating system	Microsoft Windows
Webserver	Microsoft Internet Information Services
Location	In data hotels in Ede, Holland, and Zurich, Switzerland, or at own server location if required
Open system	The open nature of the application enables customised solutions and links with BI, CRM and other systems and databases

WWW.NETQ.NL

WWW.NETQ.DE

WWW.NETQ.CH  
WWW.NETQ.AT

WWW.NETQ.CO.UK



### NetQuestionnaires Nederland BV

Ondiep Zuidzijde 6  
Postbus 10058  
NL - 3505 AB Utrecht  
T +31 (0)30 261 81 00  
F +31 (0)30 261 07 50  
[feedback@netq.nl](mailto:feedback@netq.nl)  
[www.netq.nl](http://www.netq.nl) – [www.netq.co.uk](http://www.netq.co.uk)

### NetQuestionnaires Schweiz AG

Albulastrasse 57  
CH - 8048 Zürich  
T +41 (0)44 808 60 57  
F +41 (0)43 343 08 63  
[feedback@netq.ch](mailto:feedback@netq.ch)  
[www.netq.ch](http://www.netq.ch)