CAMO SMART SURVEY

Powering The Adaptive Enterprise

A truly adaptive enterprise is directly in touch with its market. It uses tools to collect data, determine the right product or service, target it effectively, and measure the results. Surveys are a long-held and valuable tool for first-hand market research. Efficiencies are being gained from launching surveys online.

Learning information about consumer preferences is the key that drives product development and customer service. Only the right information will help create a successful product.



Consider market research testing and all of the information required to collect. Constructing many surveys that collect the right information about each customer segment can be extremely time consuming and costly. Often surveys only capture part of the needed information, requiring further research and slowing down the process.

The CAMO Smart Survey solves these challenges and allows for improved market research. The adaptive conjoint feature allows questions and product combinations to evolve for each customer according to how they respond to previous questions. The survey focuses in on what each person likes or dislikes as they respond.

The CAMO Smart Survey also provides adaptive analytics that analyze data while the survey is being conducted. As people respond to the survey, the analytical models update in real-time so that data analysis is always current, and analyses are complete when the survey has concluded.

CAMO's Smart Survey can be applied to conduct standard surveys (e.g. usage and attitude), home use tests, and Central Location Tests. The surveys can be written and translated to any language and can be filled out with any web browser, including pocket PC versions.

THE CAMO SMART SURVEY

Empowers researchers with the survey they need to focus on the preferences of consumers. Since the survey evolves, you learn more and lessen the likelihood of needing follow-up surveys. Built-in analytic features enable researchers to analyze survey results during and immediately after the survey.

Components:

- Layout template design editor
- Question Management System
- Questionnaire libraries and templates
- Presentation Design Builder
- SQL Server Database

Features:

- Drag-and-Drop design capabilities
- Ability to use graphics and clips
- Basic and Advanced Question Types
- 3D Grid Questions
- Multi-lingual with International character set support
- Condition handling (if-then-else)
- Multi-level loop structures
- Randomization for unbiased response recordings
- Concept building from design templates
- Dynamic text substitution
- Full input validation capabilities
- Spell Checker
- Real-time monitoring of survey/CLT status
- Real-time reporting
- Drag-and-drop report design
- Drag and drop tables and graphs
- Data export capabilities

CAMO's capabilities cover the complete process of research, data collection, design and implementation, technology resources and statistical capabilities through our solutions and professional services divisions. Our turnkey execution is highly desirable for solution integration and outsourced industry research services.

BENEFITS

Cost Savings:

- Electronic versus paper survey
- Data entry / labor cost reduction
- Data analysis cost reduction
- Less need for follow-up surveys

Revenue Enhancement:

- Better Surveys
- Faster product optimization
- Identify hidden relationships



Better insights for better decisions through unique, proprietary research tools

Other Benefits:

- Increased accuracy of data collection
- Personalization / customization

PARKER
MARKETING RESEARCH INNOVATORS

CASE STUDY:

Parker Marketing Research Innovators ("Parker Research") has a 15-year history of serving primarily Fortune 500 clients using value-added research tools.

Precision Scan™ is one of the key products for Parker Research. The product helps Consumer Packaged Goods companies rapidly build winning concepts. Stimuli are displayed on two projection screens, and respondents enter responses on hand-held devices connected to a portable central computer.

Parker Research partnered with CAMO to build the next generation of PrecisionScan™.

The new functionality is comprised of:

- CAMO's Knowledge Processing Unit (KPU) Module for:
  - Real-Time Data Processing
  - Real-Time Updating of Statistical Models
    - A survey design wizard to simplify utilizing advanced experimental designs and visual display templates
    - Surveys that adapt to improve optimization
    - The Confirmit Online Survey Software Package from FIRM ***(a CAMO partner)*** for the display of the designed survey
    - Wireless, hand held devices for respondents
- CLT Monitoring Screen for the setup of the PrecisionScan™ II session and control (e.g. pausing, resuming and canceling) of the session when running in a Central Location Testing mode
- Real-time interactive reporting viewer
  - Immediately view "top" concepts
  - Filter out Concept Elements
  - Personalize reports
  - Compare and contrast segments/groups

RESULTS:

40% reduction in number of respondents needed per survey
50% fewer studies needed to gain more information

firm

Established in 1996, FIRM is a leading provider of online information and research management software. The flagship application, Confirmit, is a 100% web-based survey and feedback application, which allows organizations to gather and present information in real-time.

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