

APTMetrics' Web-based Survey System

SurveyMetrics® is a Web-based survey management system that enables clients to independently manage all aspects of the survey process including developing surveys, choosing respondents, administering and monitoring surveys, and generating reports.

APTMetrics provides support in all facets of the survey process, including: survey design; communication planning; Web-based and paper-and-pencil survey administration; electronic and paper results reporting, interpretation and analysis; and innovative action planning.

Surveys That Support Your Business Strategy

APTMetrics' SurveyMetrics technology makes the administration and reporting efficient, convenient and cost effective for an array of surveys such as:

- Engagement
- Internal Customer Satisfaction
- Diversity/Inclusion
- Safety/Loss Prevention
- Quality
- Exit

In addition, APTMetrics can link your employees' perceptions of the organization to important business outcomes (linkage analysis).

Key Benefits:

Survey Creation

- Allows you to select items from an item library or create your own items online to ensure that your survey addresses your particular issues
- Includes foreign language capabilities

Survey Administration

- A personal home page for every user
- Allows you to access your employee directory online to select respondents
- Process begins with an invitation that is automatically sent via e-mail to all selected respondents
- Allows you to monitor response rates online and extend survey deadlines based on response volume
- Reminder e-mails are sent at designated intervals to all non-responsive participants to improve response rates

Feedback Reports

- Reports are generated and available online
- Reports include both numerical and graphical presentations of results
- Results can be presented by demographics selected by user
- Normative and trend data is available for survey questions that have been previously administered within the organization
- Responses to open-ended questions are provided

Client Support

Upon request, clients may work with APTMetrics during any phase of the process and to generate custom reports. Consulting services include:

- Needs analysis
- Action planning
- Focus groups
- Specialized reports and analyses
- Presentation of results