



## IT'S TIME FOR CHANGE! Beat the Downturn with Demographix!

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**Any downturn in the economy forces us to evaluate our existing resources, assess whether we are getting value for money from suppliers, and aim to achieve maximum loyalty from our customer base through cost-effective marketing insight. Online surveys and panels are key tools in any sales, marketing or research campaign, so now's THE TIME to start asking some hard questions!**

### **It's time to move from paper and phone surveys to online surveys**

You can slash your marketing or research costs by moving from paper and phone surveys to online surveys. Paper surveys have huge system input costs before you can get at the data to analyse it. And phone surveys are great for qual research but just too expensive for quant! As broadband coverage has dramatically come down in price (and is now often part of media packages that include phone, internet and TV), then all major demographic groups now have access to the internet. Online surveys have many advantages including global reach when linked to your websites. And you can maximise the value of your email lists, allowing you to create two-way conversations with people whose opinions count!

**Why pay high prices for managing paper or phone surveys, when online surveys can yield better results at a lower cost? Use your website to build up email lists, or use existing email lists to get feedback about your products and services from the people who have already shown an interest in you! In other words, sweat those key marketing resources for a better return!**

### **Time to slash costs by changing from installed software to a fully hosted system**

If you've got a "shrinkwrap" software system installed on your computers then you'll probably need to see a shrink with all the headaches it gives you! Why endure the pain? In-house systems mean you have to provide the infrastructure and people to maintain them. And it's headcount that is often targeted for cutback when times get tough. Can you ensure that you will have both the IT support and the trained personnel to work on an in-house solution on a 24/7 basis? What will happen to your important survey if the servers go down at the weekend? And, remember, you can only access software solutions on machines where it's installed.

**A hosted survey solution means no worries about all those hidden costs. Demographix gives 24/7 availability from any machine with a browser anywhere in the world (great if you're working from home). And it means survey responses will always be coming in. And a Demographix annual subscription includes free group training sessions and highly responsive Helpdesk support!**



### **Now you can expand and enhance your quantitative research while paying less**

Research agencies and research departments often use high-end systems that have inappropriate pricing models for large response surveys – often they will charge you an annual fee for a given number of responses – and if you don't get those responses, you don't get a refund. Worse than this, if your surveys are more successful than you predicted your costs go up. So you're forever worrying about exceeding your response levels and budgets. It doesn't need to be that way! At Demographix we believe the key to successful quantitative researching is to maximise your data collection, so we have an UNLIMITED response level for all our surveys. And we offer analysis tools that let you interrogate that data more efficiently and filter large responses more effectively – your unlimited reporting, filtering and crosstabs are all inclusive!



Ask yourself if you could **USE YOUR RESEARCH BUDGET BETTER** by moving the money spent (or wasted) on response credits to a service that charges a **FLAT FEE** with unlimited responses and reporting. You'll know your annual costs well in advance, and know you won't bust your budgets!

### Time to slash your staff-training costs and employment costs

Complex hosted survey solutions for the research industry come hand-in-hand with high staff training costs. Systems that require your staff to be trained to "program" surveys as they build them, also require you to pay heavy additional costs of staff training. And if those staff leave, you then pay a premium to replace them. Demographix was designed for ease-of-use, and minimal training needs. Lowered staff and training costs using our system can appreciably undercut our competitors.

The ease-of-use of Demographix means you don't pay the hidden costs of other premium systems. It requires no complex programming, and group staff training sessions are all a part of our annual subscription packages. If your staff are **WEDDED TO** an expensive complex system, there may be a lot of money to be saved by unhitching them from unnecessary expenses.

### Now is the time to evaluate the cost of your panel management provider

There are many companies who will manage a panel (a mailing list of customers or respondents who you regularly request feedback from) for you. These can be an expensive thing to maintain externally, and common problems arise over the responsiveness of your agency. They can take weeks to build surveys, can be inflexible or unable to select sub-groups of your panel for more targeted research, and reports can be a long time coming! We say you don't need to pay huge fees, nor put up with inflexible attitudes or tardiness.

Demographix created Panelwise to dramatically lower the cost of panel creation and maintenance. Whether you want to manage your panel and build surveys yourself, or outsource that work to our highly professional and organised team, then big savings could soon be made. Setting up a panel and sending out emails to the first survey, all created and managed by us, starts from around as little as **£2,000**. Not a lot to budget for, there!

### Time to outsource some of your online survey workload?

If you've lost or are losing staff, but still have high workload levels to manage – surveys to build and panels to keep in contact with – then maybe we can help? Outsourcing has the great advantage of matching demand to fulfilment. Our experienced survey builders can advise you on content and create a survey design that matches your branding. That means you don't need to train in-house staff and keep them busy all year round – we'll do that for you at a far lower cost. So why not outsource all (or some) of your survey building and/or panel management to us?

Demographix survey builds have received exceptionally high levels of satisfaction from our customers. It's our knowledge of good survey structure, survey design and speed of turnaround that seals the deal. Flat-rate costs for survey building are: **£250-400**, depending on size of survey and turnaround times – yes, we can build urgent surveys within 24 hours!



**Now's the time to gain the benefits of being a Demographix customer. Call us now on 020 7112 5111 to arrange a demonstration and/or a free trial.**