

Innovate on the internet

askia**web**, like all of our products, is resolutely and dynamically aimed towards the future. That's why askia**web** was designed to be a platform capable of rapidly and easily integrating the constant flow of new technologies which shape the internet. Despite the wealth of features it's easy to use so that you don't need to be a web developer to put a survey online! However, if your company has internal web-skills you can leverage these and make cutting edge surveys. You can publish on the internet or an intranet and manage quotas & panels. You can customize your screens and enhance your corporate image through your online surveys. Integrate askia**web** into your surveying strategy by way of multi-modal surveys; provide a CAWI version of your CAPI/CATI surveys and increase your response rates.

The interface is paramount

Field dynamic and well designed CAWI surveys with fluid navigation.

Equally, encourage your respondents to complete lengthy surveys with an easy way to stop and finish their interview later. With askia**web** the respondent reuses the same URL link.

A CAWI survey with Askia is just another survey, created with the same askia**design** application: it's easy. The screen lay-out is totally flexible and you can test the layout on the fly before launching your survey live.

- Integration of video, images and audio files
- Dialogue boxes and pop up windows
- Total customization of screen layout, colours, fonts
- WYSIWYG layout
- Any type of response or question
- Progress bar indicating how much of the survey has been completed and how much is left to answer
- Multi-lingual surveying (any character set)

Flexibility over survey access & security

Publish your survey and access it from a website, intranet, a welcome page, an email, a banner or a pop-up announcing a special event.

Define whether survey access is open or restricted via invitations, panels, email recruitment or other method. Restricted access is ensured through passwords and unique IDs.

Monitor your surveys in real-time and view the number of current connections, completed interviews, individual respondent progress, IP addresses etc.

- Automated despatch of custom e-mails
- Retrieve the access route at the end of the survey
- Complete survey at a later date
- Import respondent demographics from external source
- Real-time tracking & progress report
- Password & secured access
- Secured connections using https://

Panel interviewing & quotas

askia**web** has a powerful panel management tool where a random or controlled selection of respondents are recruited through personalised emails. Automate and schedule tasks: email invitations, reminders and "thank you" messages. Panel tracking & reporting, real-time monitoring of quotas – your supervisors have the tools they need to optimise panel success.

- Interview target and objectives
- Message and email management
- Panellist and client follow-up
- Dynamic panel fields
- Quota management and reporting

Real-time data analysis

You can link your CAWI surveys' data to our online analysis tool, askia**vista**, meaning you can generate real-time statistical analysis & reports on your surveys and panels.

- Real-time data analysis via askia**vista**

Web Bureau

Whether you need to make a one-off CAWI survey or would like to run a live trial of askia**web**'s capabilities, before investing in your own system, Askia also offer a design, hosting and data delivery service for your web surveys.

- An experienced team of CAWI project specialists
- Rapid response and service

For more information about askia**web** or any other askia product, contact us at : ask@askia.com