



Mobile Questionnaire Solutions



MOBILE QUESTIONNAIRE SOLUTIONS BY DIASTASYS

mobiq combined with Stat comprise a total mobile solution for remote data collection and analysis regarding enterprises that need to execute a full lifecycle of: design, organization, management and analysis of survey questionnaires that contain data originating from various sources. mobiQ operates on mobile devices (Windows Mobile & Android) to remotely and wirelessly collect raw data. Stat produces high-quality statistical analysis reports with the inherent ability to access different database systems. The proven effectiveness, acute performance and return on investment of mobiQ&Stat specify a flexible environment which allows businesses to adopt innovative ways for:



- Comprehensive Survey Management,
- In-depth Data Processing & Statistical Analysis.

INDICATIVE LIST OF APPLICATION AREAS OF mobiQ&Stat

The following list depicts the areas where mobiQ&Stat can perform and provide added business and operating value for:

- Stand-alone or interrelated multi-type surveys & their overall management
- Customer Satisfaction and Market Research
- Quality Control projects addressing to distinct Division or Company sector
- Technical Auditing for Safety professionals enabling them to capture all required data for venues, and infrastructure while providing them with observations or snapshots (photos) to stress out safety or health issues, as well as output qualitative analysis
- Pharmaceutical Sectors for new products surveys, quality control during raw material delivery and storage, sensitive or dangerous raw material control as well as medically-oriented customer surveys
- Development and implementation of various Merchandizing projects, recording products' premises, shelf / competitive products' positioning, and additional information like: advertisement material, proper lighting to specific premises, e.t.c.
- Periodic price capturing for similar products with respect to the recording time, as well as additional information like special offers to identical packaging of competitive products, e.t.c.



FUNCTIONAL CHARACTERISTICS

The proven effectiveness and immediate performance and return of investment of mo-biq&Stat provide a flexible environment leading businesses to adopt innovative techniques with the following characteristics:

- Survey Management
- Data Processing & Statistical Analysis
- Storing, Retrieving and Reusing Analyses outcomes
- Publishing & Deploying analyses through the Internet
- Multiple Survey & Multiple Questionnaires Management
- Parent, Child Questionnaires & Multiple questions types
- Validation control of replies, navigation of replies
- Automatic location spot detection where a survey instance takes place
- Automating and adding value to the business activities that aim at performing rationalized fast and accurate surveys
- Continuous monitoring of key performance indicators real-time
- Spotting problematic points along the procedural model in the course of carrying through surveys
- Deadline Management, Delay Management, Extra conditions monitoring resulting to immediate alerting to the team leaders
- Enriched statistical dynamic reporting structures facilitating the process of extracting actionable conclusions leading to effective decision making
- Improvement services for business process management (BPM) and workflow re-design.



COMPREHENSIVE, ERGONOMIC & TRANSPARENT OPERATION

mobiq's philosophy enables modern enterprises to apply mobile business practices. Its development environment designs and dynamically supports all entities and their interaction (survey, questionnaire, panel, researcher, e.t.c.) that engage and exchange data across all stages of a project. This can be remotely achieved by **using wireless technologies that are executed on hand-held devices, iPads or smartphones.**

mobiq is functionally connected with Stat allowing to obtain in real-time, **a complete set of statistical reports and relevant indicators** through which enterprises possess the capacity to produce competitive advantage in better pondering each distinct survey or a selected group of surveys.

The mobiq&Stat products constitute a special end-to-end solution involving **optimum design standards**, capability to **minimize the data capturing errors**, as well as an **integrated set of actionable knowledge** from raw data through the statistical features.



OPEN ARCHITECTURE - INTEGRATED OPERATIONAL ENVIRONMENT

mobiq is based on technologies that support mobile application development on smart devices that are capable of wireless communication for the operating systems Windows Mobile and Android by Google. These mobile operating systems allow for **seamless data capture and collection in every geographic area**, even in cases where connectivity is down via wireless network or GPRS, since every smart device has its own autonomous database that may locally manage data collection.



mobiq is capable of supporting all the needs to design, interrelate, and develop questionnaires as outlined below:

- Multiple Surveys
- Multiple Questionnaires
- Parent - Child Questionnaire structure
- Validation Check of replies
- Replies navigation
- Multiple types of questions in terms of reply format
 - Number
 - Text
 - Lists
- Unique reply
- Multiple Choice
 - Logical
 - Photo
 - Ranked
 - Special data type
- Completion Date
- Questionnaire's completion time

It is also capable of getting geographic spots on every physical location.

Stat has been developed based on **Microsoft technologies** in order to enable the optimum specification of sampling size and characteristics per survey, as well as to provide strong statistical analysis, having the ability to access and upload data from a wide variety of data sources. It provides a rich set of specific analyses, as indicatively listed below:

- Computing & Extracting Scores
 - Positive Semantic Conversion
 - Semantic Conversion
- Advanced Statistics
 - Averages
 - Totals
 - Sums
 - Median
 - Geometric Mean
 - Deviations
- Dynamic Results Calibration
- Cross - Tabulations with drill-down analysis capability
- Rich formatting of the results' reports
- Export to Microsoft Excel
- Storing and Retrieving of the Analysis Reports
- Uploading Analysis reports on the Web.

DIASTASYS' mobiq&Stat SOLUTION OPERATING MODEL



ENSURING BUSINESS EXPANSION

mobiq&Stat guarantees the ability to produce competitive edge remote survey operations by attaining the following goals:

- **Critical cost reduction** of a survey's lifecycle. The data are entered once at the location where the questionnaire is completed
- **Error-free** in terms of input data. The human factor is minimized, while all questionnaires' validity checks are active and protect from incorrect recording
- **Faster process** of survey's outcomes, since input data are available by the collection process
- Statistical analysis and production of **market trends' indicators** for every distinct survey, as well as for groups of surveys
- Redesign and revised strategy planning of marketing tasks aiming at the better **customer satisfaction and retention**
- Use of **cutting-edge technologies** in order to keep abreast the competition.

DEVICES & OPERATING SYSTEMS

- Windows Phone 7
- Android v2.1 or newer.

