

“I can’t make good decisions unless I know more about this audience.”



m/research is the core application for enterprise wide survey use

GAIN INSIGHT

What you don’t know interferes with your strategic imperative to anticipate customers’ desires, map marketplace trends and acquire, sustain and manage talent throughout your organization. But ask the right questions and you gain insight into changing consumer needs, shifting markets and the increasingly competitive recruiting landscape.

CREATE AND ADMINISTER SURVEYS

Modern Survey’s m/researchSM helps you gather and mine the right kind of data, providing the insight to plan and secure organizational change. Clients often use m/research to instigate surveys enterprise-wide or internationally. It is a cost-effective and easy solution for administrators to deploy surveys via email or Web site URL extensions.

SCALE TO YOUR NEEDS

Fully scalable and able to handle any number of surveys in any language, m/researchSM is an umbrella survey tool used to gather comprehensive opinions and report the findings.

With m/research you will

- Design surveys to fit—tailor superior, proven survey content or customized instruments to your goals
- Administer surveys—manage the scheduling and distribution of your survey with ease and confidence
- Report results—define formats—from real-time reporting to report templates—that feature your goals for change
- Implement change—enable next steps for your organization that include goals, objectives, plans and metrics
- Integrate technology platforms—configure to HRIS and CRM systems and integrate two or more of our tools with Modern Survey’s m/hr suite

Features:

Design Surveys

- Choose from survey template library
- Create questions and custom scales
- Create surveys in multiple languages
- Add custom graphics

Administer Surveys

- Manage distribution lists
- Schedule email invitations and reminders
- Monitor response rates

Report Results

- See real-time reporting
- Generate average, minimum, maximum, frequency, percentage, standard deviation and rank scores on demand
- Export reports into HTML, PDF, RTF, Excel and Word formats—import results into PowerPoint
- Perform t-tests, z-tests and run correlations
- Create and manage trending relationships between reporting groups