



Case Study: Noviodata for Kinesis Survey™ & Kinesis Panel™

Challenge

A trusted and experienced market research provider, Noviodata (www.noviodata.com) offers high quality and reliable online samples worldwide. Noviodata utilizes its vast knowledge of effective market research practices to deliver valuable insight to clients and provides comprehensive services for panel management and online research including research communities, online focus groups, mobile panels, social media analysis, and state of the art online advertising technology.

During an evaluation of its previous research software, Noviodata realized many limitations and questioned that solution's ability to grow with its business in the face of evolving research methodologies and new technological developments. As a company that is constantly developing new and innovative research techniques, the utilization of cutting-edge software is imperative for Noviodata to achieve greater functional reach and interaction with consumers.

"Our previous research software offered us all of the basics needed to perform online research, but to be honest, that was it," says Eelco Markensteyn, Panel Manager at Noviodata. "There was no development towards advanced question types, no means to quickly and easily monitor fieldwork, nor was there adequate support for our panels. It was also very time consuming and inefficient software to work with. This was enough to start a search for a new research and panel management software platform."

As Noviodata began its search for a new solution suite, it identified three key areas where better functionality was needed: surveys that could be programmed with highly advanced question types; the ability to conduct multimode surveys to interact with panelists via mobile devices; and access to state-of-the-art panel management tools.

Solution

Noviodata possesses vast experience in providing survey research and panel management for a variety of clients, and thus required software that could facilitate recruitment to a broad spectrum of panelists using a variety of methods (ranging from traditional telephone and e-mail campaigns, to emerging methods such as mobile marketing and social media), and also enable the development of interactive and engaging surveys.

Noviodata conducted an extensive evaluation of available market research software that included survey and panel management solutions from multiple vendors. The essential survey requirements analyzed during vendor selection were: the number and variety of next-generation question types that could be

"Kinesis solutions help us do more work in the same amount of time, and provide new school functionality that other vendors do not offer."

- **Eelco Markensteyn,**
Noviodata
Panel Manager

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“We feel the Kinesis solution suite is uniquely qualified to grow with Noviodata and our diverse research needs.”

**- Eelco Markensteyn,
Noviodata
Panel Manager**

Solution – cont.

programmed for online surveys; the ability to conduct surveys on smartphones and tablets in addition to computers; and ongoing software development that capitalizes on new technologies. The primary panel requirements analyzed were: accessibility to both overviews and detailed reports on panel status; quick and easy panel management functionality at the respondent level; and the ability to host multiple panels from a single platform.

After weighing all of the solution options for functionality, performance and return on investment, Noviodata selected Kinesis Survey Technologies’ market research software platform which includes its survey solution, Kinesis Survey™, and its panel management solution, Kinesis Panel™. Noviodata determined that Kinesis was the vendor that best fulfilled its research needs and would ultimately propel Noviodata’s research into its future successes.

Results

Noviodata has been utilizing the Kinesis platform for several months, and is satisfied with the solutions and their impact on its research projects. Kinesis Survey™ offers Noviodata all of the highly-advanced question types that are necessary to generate dynamic and engaging surveys, and enables rapid programming via an intuitive, easy-to-use interface. Noviodata reports that survey generation is completed in a fraction of the time compared to its previous software.

Furthermore, because of the full multimode capabilities, Kinesis Survey™ allows Noviodata to deliver surveys using the full spectrum of web devices – desktops, tablets and mobile phones – thereby providing the greatest possible device flexibility to respondents and increasing response rates. Kinesis Survey™ also enables Noviodata’s survey projects to be monitored in real-time and remotely via a custom smartphone app, and provides behind-the-scenes reporting tools for a full range of data analysis.

With a fully integrated survey and panel management platform, Noviodata is provided much greater control and insight into its panels as well. Kinesis Panel™ includes a robust query tool that enables highly targeted samples to be generated for every given study, and functionality to manage panel attributes ranging from dashboard overviews all the way down to respondent level data. The campaign manager interface enables Noviodata to auto-schedule invitations, reminders and other panelist communications, as well as track campaign results against observed distributions for augmenting sample if/when needed. To support mobile and multimode campaigns, invitation templates can be generated in plain text, HTML and/or SMS formats with ease.

Like many large-scale panel providers, Noviodata utilizes an online portal website to recruit, educate and communicate with panelists and prospective panelists. Because Noviodata already had an effective community portal solution in use, the company desired to integrate survey and panel content from the Kinesis software with their portal to further its capabilities. By utilizing the robust API provided by Kinesis, Noviodata was able to fully realize this goal. Features integrated from the Kinesis platform such as panelist registration and authentication, panelist account management, access to available surveys and completed survey history, and incentives management have enabled Noviodata to efficiently and effectively communicate with their panelists and maximize the potential of their panel research. Additionally, Noviodata recently launched an iPhone panel app which enables surveys specified for mobile to be deployed directly to both panel members and non-panel members.

“Our experience with Kinesis has been even more positive than we previously anticipated,” Markensteyn says. “Noviodata can now provide our clients with high quality panels that are 100% actively managed and poised for success.”

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