



GRUPO AIA

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e-SURVEY

Internet surveys

Tool for Automatic e-Survey generation and analysis

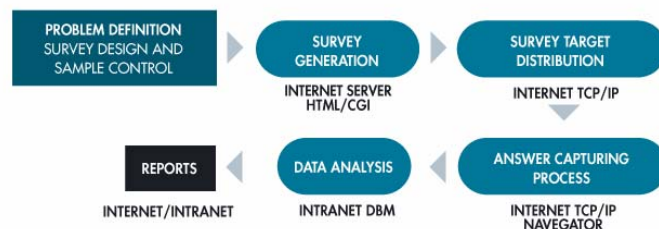
DESCRIPTION

e-SURVEY is an AI based tool for the generation and analysis of surveys or opinion polls defined to facilitate the design and exploitation of surveys to be delivered through Internet. Once the survey is defined, the system automatically generates the HTML pages, collects and summarizes the results and presents the final report. The system includes assistant facilities for the content definition as well as questionnaire technology (wizards, questions typologies, sample validation other)

The overall Process

- Assistance for the survey definition process
- Generation of the questionnaire as a hierarchical tree
- Target definition: defined groups, total population, aleatory samples, etc.
- Generation and survey launching: starting and ending dates control, follow up process of partial answers, etc.)
- Survey closing process. Results compilation
- Reporting and Impact of Results

PRODUCT



IMPACT



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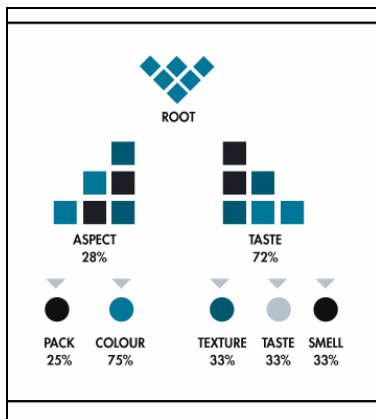
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The Survey

To facilitate the definition, organization, relationships and weighting of the different questions and variables involved in the main topics of the survey, each survey or questionnaire has a related weighted hierarchical structure.

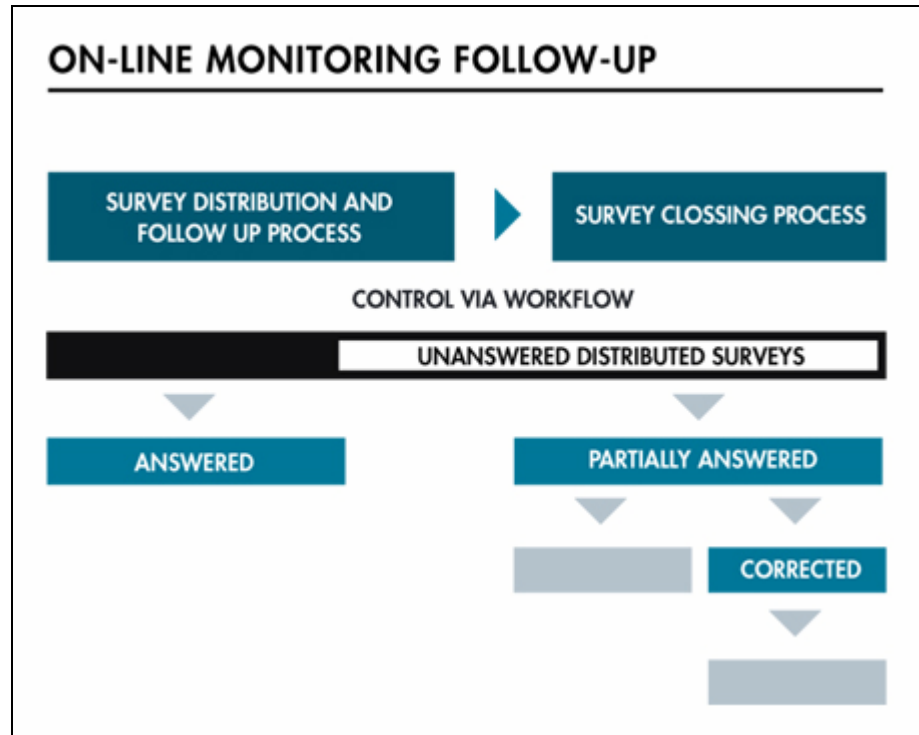


- Allows the introduction of most types of questions
- Uses IOS (Intelligent Observation Systems) technology in the definition of the weighted hierarchical tree
- Uses proprietary technology (EVA[®]) for dynamically learning the relative importance that the analyst assigns to each question
- Flexible edition of a wide range of results processing and automatic generation of reports

The Sample

- Target definition: Set or subset of population where the survey will be delivered
- Sample selection or optional automatic generation guarantying the sample according to requirements
- Possibility to select total or partial coverage of the population (segments, clusters) validity
- Filtering facilities using external variables
- Simulation environment useful in the process of survey validation (random survey answering, etc.)

On-Line monitoring follow-up



Results and Reports

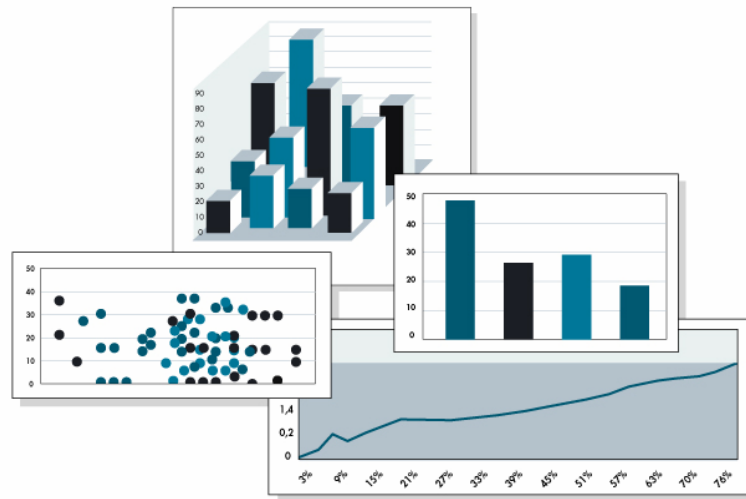
- Partial (progress reports: % answered questionnaires) and total results monitoring (complete questionnaire, reports by question, etc.)
- Exporting results to standard spread sheets (MS Excel, Lotus)
- Tables and graphics
- Mean, standard deviation and other relevant statistical parameters
- Visual (HTML) and printed reports



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RESULTS AND REPORTS



BENEFITS OF THE SYSTEM

- **Total process automation** covering from survey generation to monitoring and reporting
- **INTERNET / INTRANET** overall process (generation, distribution, collection, reporting)
- **Simultaneous Workflow at three different levels**
- Survey generators: functional or organization departments that originate the questioning needs
- Administrator: control and coordination of the system exploitation
- Target Population
- Highly **flexible** questions definition environment through collections of wizards for selecting question types, defining relative weights and control parameters for the reports automation process, among others
- Allows incorporation of experts criteria on the relative importance of the different questions
- Includes a simulation functionality to **validate the designed survey**
- **Control of survey delivery target** (sample selection and validity)
- Continuous monitoring of the process with progress **reports** (e-mails, alarms, ...)
- Allows the integration of external surveys or opinion polls
- Contextual help to explain the purpose or meaning of questions
- Complete System **help**

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