

# Collect reliable survey data to find out what people really think



Build better customer profiles with accurate, more valuable data from Internet, paper, phone and personal interview surveys



# Smarter customer interactions

Are your surveys providing the critical information you need to keep your business successful, profitable and ahead of the competition? Would more effective surveys that filter out unwanted data speed up your data entry process? How would better models, based on more meaningful data about your customers and constituents, affect the information you use for decision making?

## Get more from your surveys

Whether you're gathering customer information, assessing employee satisfaction, surveying public opinion or researching new products – make decisions with confidence, using data you can rely on. Don't base critical decisions on reports that simply tell you what happened – mine your data and change what will happen. SPSS Data Entry helps you manage every step of your data entry process to get the information you need to understand your customers better and for successful data mining. From asking questions and building forms to quickly collecting data that's immediately ready for analysis, SPSS Data Entry products help you:

- Get the information you're looking for with custom-designed Web and paper surveys
- Ask questions that encourage complete responses
- Collect more accurate data in less time – data entry staff and respondents are automatically guided to relevant questions
- Find answers faster with data that are immediately ready for analysis

## Get professional surveys and forms that deliver better data

It's difficult to make decisions based on incomplete or incorrect data. Build surveys that encourage complete responses and minimize entry errors. Use your time to find out what customers think and want, not creating forms. Build surveys quickly with a library of sample questions and responses – proven to deliver the information you need from your surveys.



**Customize on-screen forms to get only the information you need with SPSS Data Entry Builder. Data entry staff and survey respondents are guided through only relevant questions, so you get cleaner, more accurate data in less time.**

Make better decisions with better data, from surveys that ask smarter questions and are completed in their entirety. Grab and hold your respondent's attention with eye-catching surveys. You can customize surveys with graphics, annotations, check boxes, buttons, lists, drop-down menus and more.

## Get high-quality results by getting high-quality data

Don't let data entry errors slow your process and interfere with your data mining. Ensure your data are accurate by catching errors early in the process. Powerful rules verify data as they are entered, so you get cleaner data – faster. For example, you can verify respondents have answered completely by setting checking rules, then ensure data were entered correctly using validation procedures that compare data to your set criteria.

# require accurate, reliable survey

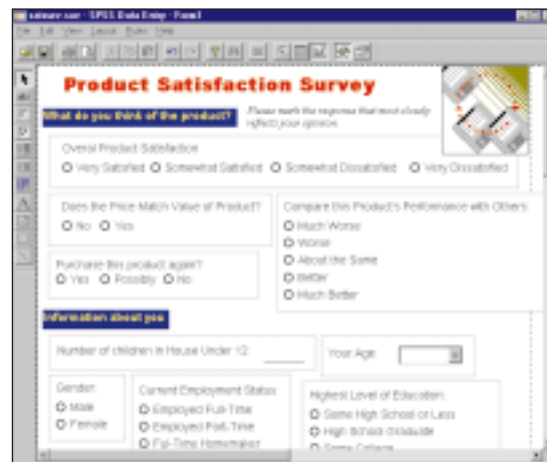
Be certain you get complete responses from your surveys and get the information you need. Now you can specify required questions so data entry staff and Web survey respondents must enter a valid answer to continue to the next question. Users are also prompted to move through only relevant questions, based on their responses.

## Get answers faster

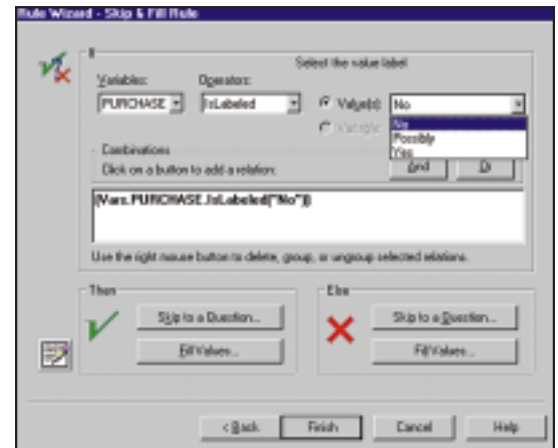
Don't waste time preparing your data for analysis – start your analysis immediately. As you add questions and build forms, SPSS Data Entry automatically creates a file that includes responses and questions. So, once your data are collected, you have all the information you need for analysis. And, because your data are checked as they are entered, only relevant data are used in your analysis.

## Where do you want to send your surveys?

Put your surveys into everyone's hands. You can deploy your surveys in any format with SPSS Data Entry. Are your surveys reaching the millions of Web surfers? Make the Internet part of your data collection team. Simply export your completed surveys and forms to HTML automatically and they're ready to post. Your turnaround time is significantly reduced when data are entered directly from respondents and conveniently collected to a central location, in a format that's ready for analysis.



With SPSS Data Entry Builder, you can quickly design efficient on-screen forms and surveys that are easy to complete.



The Rules Wizard ensures the validity of your responses and accuracy of data entered.

Get more flexibility with larger projects by collecting data from print, phone, Web or interview surveys and saving results to one location. You complete projects faster, easier and on time when more staff members can enter data for key corporate research projects and keep multiple files open on screen. Even if several projects are in progress at one time, SPSS Data Entry sends the information to the correct destination. With streamlined data entry, centralized data collection and powerful data cleaning, your data are always just a few clicks away from the results you need.

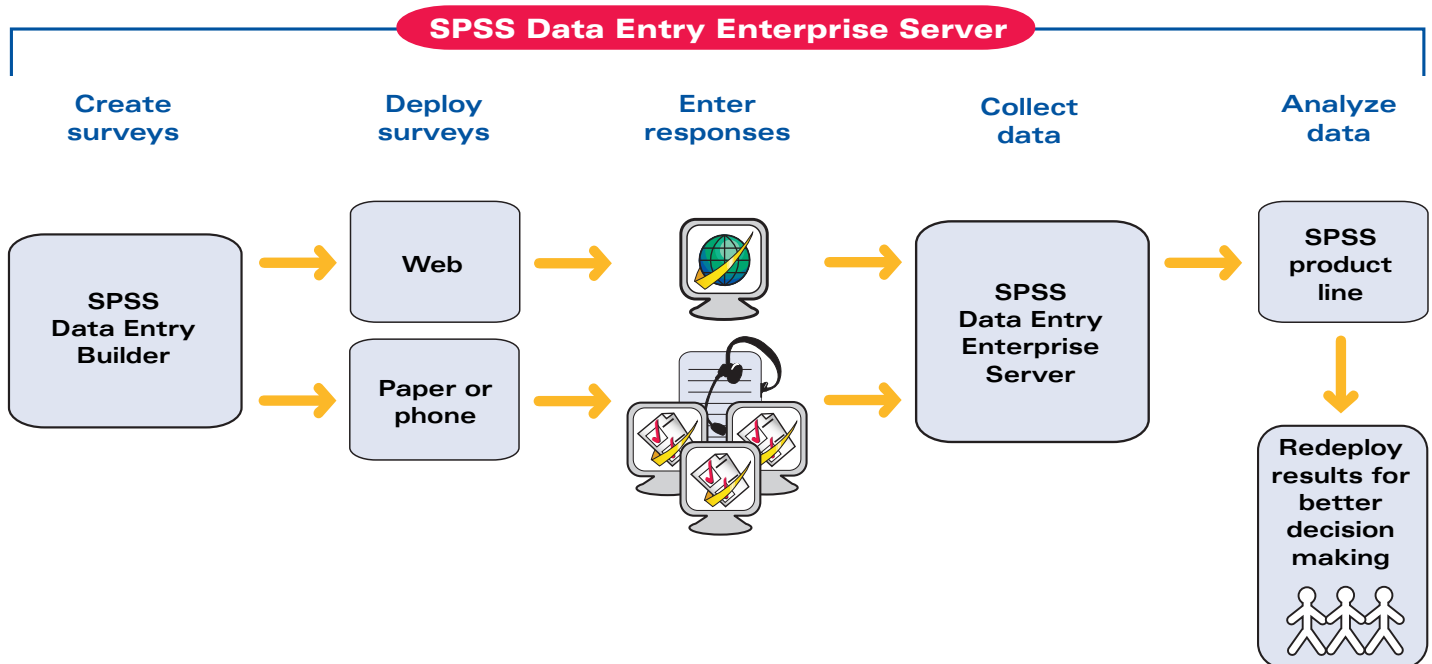
## A line of products for all data entry methods

The family of SPSS Data Entry products works together to make the most of your surveys, with products designed for every facet of survey research and data collection. Whether you're posting forms to your Web site, distributing paper surveys or conducting phone or personal interviews, you get results that lead you to better data mining and improved decision making.

# data

- SPSS Data Entry Builder – the fundamental product of SPSS Data Entry,\* delivers everything you need for fast, efficient survey and form design, including powerful rules that help you get the data you need from your surveys
- SPSS Data Entry Station – get faster and more economical data entry in a multiple-user environment by adding entry-only stations to accommodate your entire staff
- SPSS Data Entry Enterprise Server – combines traditional data entry methods with Web technology for the total solution to your data entry process; you can create any type of survey (print, phone, Web or interview), then collect and save all data to a central file that's accessible by your entire data entry staff

For more information on SPSS Data Entry products, visit our Web site at: [www.spss.com/dataentry](http://www.spss.com/dataentry).



SPSS Data Entry Enterprise Server gives you the total solution to your data entry process. Start by creating customized forms in SPSS Data Entry Builder. Then, post forms to your network server for access by data entry staff or send your surveys online for respondents to complete. Using either method, your data is returned to a centralized location and is immediately ready for analysis in SPSS. Complete your analysis, then send your results to those who can use them most effectively for positive, profitable decision making.

## Does your customer database have all the information you need?

Make your customer database more powerful by adding information that can help you accurately analyze consumer behavior and create effective forecasts. Databases simply record previous customer activity, but effective surveys will deliver the attitudinal data you need to better predict customer behavior.

## Should your surveys be available on the Internet?

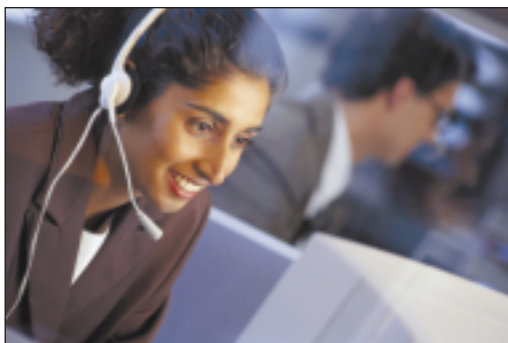
Consider the growing number of Internet users increasing everyday; are your surveys keeping up with new technology? Significantly reduce your turnaround time by collecting data directly from respondents over the Web. As respondents complete your survey, they send data to your server, so it's ready for analysis – with no additional data entry.

## Are your current surveys providing the answers you need?

Easily design surveys that encourage complete responses and minimize entry errors. Select content from the Question Library, containing hundreds of sample questions and responses that have been tested in surveys and proven to deliver results. You can also define questions that must be answered; staff and respondents must enter a valid response or they cannot continue with the survey.

## Are you spending too much time preparing data for analysis?

Nearly 80 percent of data analysis involves accessing, cleaning and preparing data. SPSS Data Entry automatically saves your data as an SPSS file and includes a defined data dictionary, containing all SPSS setup information needed for analysis. Your data is ready when you are, so you can immediately begin analysis.



With SPSS Data Entry products, you can be confident you're getting accurate, reliable data from your surveys.

How can SPSS Data Entry products make a difference in your business? Take a look at the results this industry leader realized after bringing SPSS into their organization:

### Challenge

A leading professional publishing company is responsible for providing reports that influence critical staffing, funding and equipment decisions and serve as industry benchmarks for its customers. The company is responsible for every step of the report process, and had to rely on outside consultants to complete the process. They began searching for a faster, better way to complete this exhaustive and expensive survey process, and reduce costly consultant fees.

### Solution

As a result of employee recommendations, the company teamed with SPSS to streamline the process and create surveys in-house. They used SPSS Data Entry Builder to design surveys for collecting the data they needed, and added SPSS Data Entry Stations throughout their organization for more efficient data entry. The company took advantage of SPSS Consulting services to get the initial prototype of the survey started, and soon after began producing surveys on their own.

### Results

Not only did they quickly see the benefits of creating and conducting surveys in-house, but they were able to complete the entire process in a much shorter time period. As SPSS Data Entry collected data, it was immediately ready for analysis in SPSS, avoiding data preparation stages that were slowing the process. With their new ability to complete the entire survey process, from survey design to data analysis, the company eliminated survey-related consulting fees and significantly reduced production time.

## Features

### GENERAL

- Quick tour
- Context-sensitive help, how-to and tips
- Online tutorials
- Open multiple surveys or forms at once
- Status bar
- Auto-backup, auto-save
- Site licensing
- Scalable Web server architecture

### FORM CREATION

#### Content

- Drag-and-drop form design
- Toolbox with many response options:
  - Text box for open responses
  - Option button to select one from a list of choices
  - Check box to select all that apply (multiple response)
  - List boxes to easily present a list of options
  - Drop-down lists to save space
  - Combo boxes give space for customized responses (e.g., "Other")
  - Matrix to organize similar-style questions in a grid
- Customizable rating scales
- Define data file and SPSS dictionary as you build the form
  - Automatically codes responses
  - Defines value labels from response text
  - Defines variable labels from question text
  - Set missing values
  - Define multiple response sets
- Copy and paste variable properties
- Drag-and-drop variables to automatically create questions

- Question Library of sample questions and responses
- Automatic question renumbering
- Edit text in HTML
- Preview HTML forms

#### Layout

- Customizable design
- Lines and rectangles
- Pictures and logos
- Annotation text for headings, instructions or comments
- Flexible formatting capabilities
  - Formatting toolbar
  - Change font for any text
  - Snap to grid and alignment
  - Visible page breaks and margins in design mode
- Property Inspector to control the look of every element of your form, including colors, fonts, size, borders and 3-D
- Efficient entry screens
- Produce printed surveys
- Multiple forms support in one file

### DATA COLLECTION

- Skip-and-fill rules guide entry
- Smart navigation features
- Navigation toolbar
- Auto-jump automatically skips to the next field after the maximum number of characters are entered
- Go to next case, go to case
- Find and replace
- Prevent ballot stuffing
- Enable SSL secure connections

### DATA ENTRY VERIFICATION

- Powerful data cleaning rules
  - Validation rules
  - Checking rules
  - Skip-and-fill rules
- Flexible cleaning methods
- Interactive rules checking
- Batch mode rules checking
- Compare versions verification
- Checking report by case or rules

- Rules Wizard for step by step rules setup
- Rules editor with Java scripting for advanced and customized rules
- Copy rules between surveys
- Standard or custom alerts

### FILE MANAGEMENT

- Register and remove master files
- Receive cases and append them to the correct master file
- Periodically save the master file
- Make a copy of the master file for review
- Document server events with a server log file
- Check that valid form is being used for data entry

### DATA MANAGEMENT

- Creates SPSS (SAV) file
- Responses up to 255 characters

## System requirements

### SPSS Data Entry Builder and SPSS Data Entry Station

- Pentium® processor or higher
- Microsoft Windows® 98, 2000, ME or Windows NT 4.0
- 16MB RAM; more required for large surveys
- 75MB hard drive space
- VGA monitor

### SPSS Data Entry Enterprise Server

- Pentium class 400 or higher
- Windows NT server or higher; Solaris 2.6, 7.0, 8.0 or higher; HP-UX 11.0 or higher; AIX 5.1L or higher; Linux kernel 2.2.12 or higher; Glibc 2.1.2 or higher
- 256MB RAM (512MB recommended)
- Minimum 256 color graphics support
- Supports Web browsers
  - Microsoft® Internet Explorer® 4.0 and above
  - Netscape® Navigator 4.0 and above

## Data mining makes the difference™

The company delivers solutions at the intersection of customer relationship management and business intelligence that enable its customers to interact with their customers more profitably. SPSS' solutions integrate and analyze marketing, customer and operational data in key vertical markets worldwide including: banking, consumer packaged goods, finance, health care, insurance, manufacturing, retail, telecommunications, market research and the public sector. Headquartered in Chicago, SPSS has more than 40 offices. For more information, visit [www.spss.com](http://www.spss.com).

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