



Surveys

To know what they think, just ask them!

*Would you like to know what your clients think about your products and services?
Or have the opinion of your customers, prospects or employees on various topics?
Would you like to qualify your database?*

SurveyLab, developed by ContactLab, is the perfect solution to create online surveys, including very advanced ones, quickly obtaining detailed reports in real time.

SurveyLab allows you to interact directly with your target, carry out research on customer satisfaction and improve customer loyalty and segmentation. Through the platform you can send e-mail invitations to your survey, personalise graphics and copywriting, define the duration and the types of questions. With SurveyLab you can carry out effective and measurable marketing activities.

Features

Fast and customisable settings

- ✓ SurveyLab ensures fast time to market and campaign implementation
- ✓ Survey templates are customisable to ensure complete consistency with your corporate image
- ✓ Surveys can be public or by invitation only

A flexible tool

- ✓ You can set mandatory or free questions
- ✓ You can implement all question types: open, multiple choice, drop-down, matrix
- ✓ Surveys can be divided into several pages, with an indicator of the level of completion so contacts know how far they are in the process

Clear and detailed reports

- ✓ SurveyLab provides statistical reports that are updated in real time in various formats (html pages, data files, downloadable pdfs)
- ✓ You can see overall results or by contact

