

Universal is the premier market research web data collection provider. Our hardware and software provide uptime guarantee and accommodates unlimited simultaneous hits to ensure successful web data collection time and time again.

Web Survey Management

We fully manage web surveys, including design, sample procurement, programming and translation, launch, implementation and hosting, monitoring and validation, and full reporting.

Our management and programming team work with you to create aesthetically pleasing designs including difficult models, multiple card sets and intricate rotations.

Web Sample Procurement

We have established partnerships with web panel sample providers for US and global coverage. We oversee recruitment of respondents and completion of surveys

Universal maintains a complete up-to-date database of US healthcare professionals, including physicians, hospital administrators, pharmacists, dentists, and nurses. Our database includes name, address, phone, fax, email, specialty, and ME Number. Your lists are matched by us at no cost to you.

Web Programming and Translations

Direct access to our on-site programming staff

6 out of twelve of our programmers are multi-lingual (Spanish, French, Mandarin, Cantonese, Tagalog, Hindi)

In-language questionnaires translated and programmed quickly, accurately, and cost effectively

Web Monitoring and Validation

Using in-house WebEx software, view and listen in “real-time” to respondents participating in online surveys

- Parties login to survey site to view respondent’s progress during a survey. See flow of survey and trouble spots.
- Hear respondent’s comments and discuss with your clients without respondent hearing your conversation
- Live IM chat available during session (blind to respondent)
- Debrief respondent at end of call through Universal representative

Real time and backend validation instituted in all web surveys.

Web Reporting and Data / Open End Delivery

Marginal data and top-lines available at any point during field.

Link provided to real time reports allowing you to see updates any time day or night.

Ability to design and view your data in various formats using our web reporting software.

Raw data delivered in ASCII, binary, Excel, or SPSS format with data map. Format of data specified prior to programming start. Delivery of data morning after field completion

Open end responses supplied separately in electronic format with respondent number, and can be sorted by respondent ID or question number. Translation of open ends available upon request