

DIRECT DATA ANALYSIS LTD

Surveys, research, data analysis, independent reporting.



WELCOME TO DIRECT DATA ANALYSIS

PROFESSIONAL SURVEY AND DATA ANALYSIS SOLUTIONS.

Direct Data Analysis provide high quality business and consumer research, nationwide from our offices in Staffordshire, United Kingdom. We offer a full range of qualitative and quantitative research services and conduct bespoke research projects to meet individual client objectives.



We pride ourselves on providing customers with a professional survey, research, and data analysis package, using a team with considerable experience in managing survey and research services for all sizes of organisation.

Data Security and Confidentiality

Direct Data Analysis has robust security systems and policies in place for the protection of client data.

All computers are password protected and data files are encrypted for additional protection. We only hold client data for as long as necessary. We will agree with you what data you require us to keep and for how long following completion of the project.

At Direct Data Analysis we take confidentiality very seriously. We know that the information we collect can be sensitive and highly confidential.

We allow only those working with the company at hand to have access to the data provided, and passwords are needed to view confidential information. Data ownership is assigned to senior members of staff who are responsible for implementing and reviewing security of the data.

We are registered with the Information Commissioner's Office. Our Data Protection registration number is: Z3022378.



DATA SECURITY

SECURITY IS PARAMOUNT

We have robust security policies and encryption procedures in place for the protection of your personal and confidential data.

OUR SERVICES

Satisfaction Surveys, Research, Data Analysis, Independent Reporting.

We provide friendly professional data and information services, from the collection of data and feedback using a wide range of methods, through to the analysis and reporting of your data.

Collection of your data

We offer a wide range of methods for the collection of your data, from the traditional paper-based methods through to personalised QR codes for mobile phone and tablet deployment and bespoke survey apps. Please see our [types of survey page](#) for details of our data collection services.

Data already collected? - Don't worry, we can input and provide analysis on your existing data.

Analysis of your data

Our team are skilled in the interpretation and analysis of survey data. We work closely with yourselves to fully understand your requirements from the analysis.



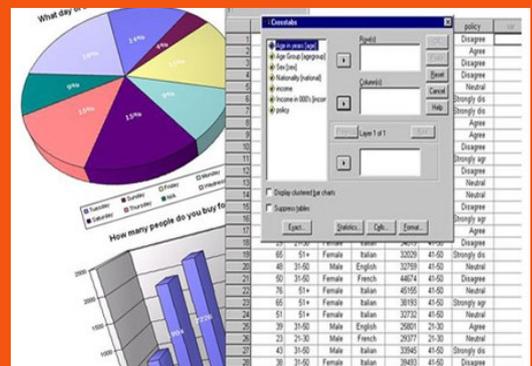
We undertake cleaning of the data prior to analysis and use a wide range of data analysis packages, including Access, Excel and SPSS.

Professional Independent Reports

Our reports contain an Executive Summary, along with charts, tables and comments. We produce reports at various levels dependent upon the readership.

Our reports can include historical and benchmarking data where available. We can also issue powerpoint presentations and summary sheets where required.

We can issue draft copies of the reports and take into account any comments you make for the final report.



DATA ANALYSIS

ANALYSIS AND INTERPRETATION

Be it data from a survey, your own data, or data collected as part of research, we produce high quality tailored analysis.



TYPES OF SURVEY

A wide range of methods to undertake your survey.

We provide a wide range of methods for the delivery of your survey, from the more traditional paper-based method, to mobile phone and tablet feedback. Our surveys include many design features, including; Branding, Custom Themes, Advanced Skip-Logic, Images and Video.



Paper based

We offer a full service for administering your paper-based surveys including;

- Design of the questionnaire.
- Piloting the questionnaire and reporting any issues prior to commencement of the survey.
- Database creation and data entry. We code the questionnaires to minimise keyboard data entry.



If you have undertaken a paper-based survey, we can undertake analysis and provide independent feedback on your data.

Online and Email

Online surveys are quick and easy to deploy. You can include images and a range of different visual questions to deliver engaging surveys.



This method is ideal and cost effective for the collection of large scale (in terms of number of respondents) or continuous data, such as the 'friends and family' test.

Smartphone or tablet

Smartphones are becoming more and more common, and a popular way of getting a survey onto a phone is via QR Codes. Like a barcode, the QR code contains all necessary information for your survey to be loaded when scanned via the phones barcode reader.

The phone can scan the QR code and the user is instantly transported to your survey.



PDA and Touchscreen Kiosks

PDA's enable results from questionnaires to be quickly delivered from the field via email or downloaded from each device. PDA's are widely used in the health sector making it easier to capture audit and patient data on the move.



Kiosks can be deployed in locations such as health centres and supermarkets, to capture respondent feedback in real-time.

Kiosks can deliver a similar multimedia experience to online surveys.

Telephone Surveys

We have trained interviewers and are able to deliver telephone surveys in an efficient manner. We work off electronic scripts for the consistency and efficiency of data collection.



Although more expensive and time consuming than other survey methods, telephone surveys can achieve higher response rates and are useful for obtaining qualitative information from respondents and further exploring comments.



MULTI MODE

MULTI MODE SURVEYS

One of our many strengths is the ability to run multi-mode surveys. We can set up surveys which combine paper and web questionnaires for example.



Professional surveys distributed when you want them, how you want them.

There are a wide range of methods available for deployment of your online survey, including;

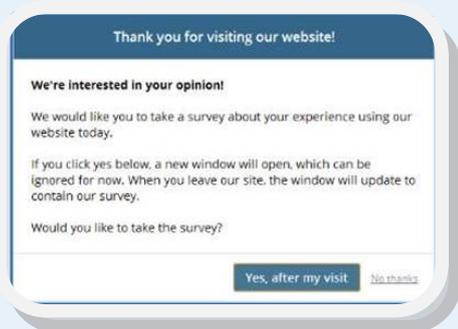
Survey Website Address

We can provide a website address for the survey – you can place this address onto leaflets, posters, letters, etc.

www.Anytown-NHS.com/survey

Pop-up Invite

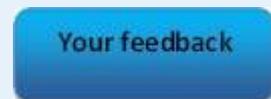
We can create a pop up message which would appear when a user opened



a given page on your website. This message would invite the user to provide feedback and direct them to the survey.

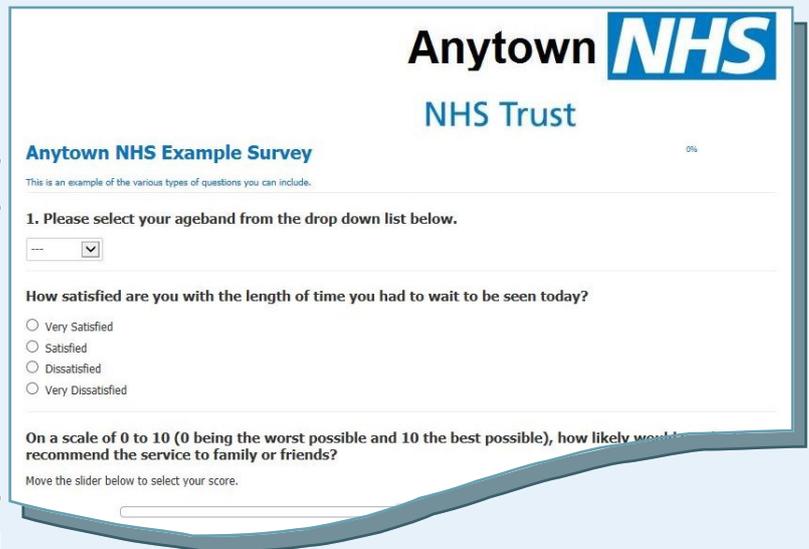
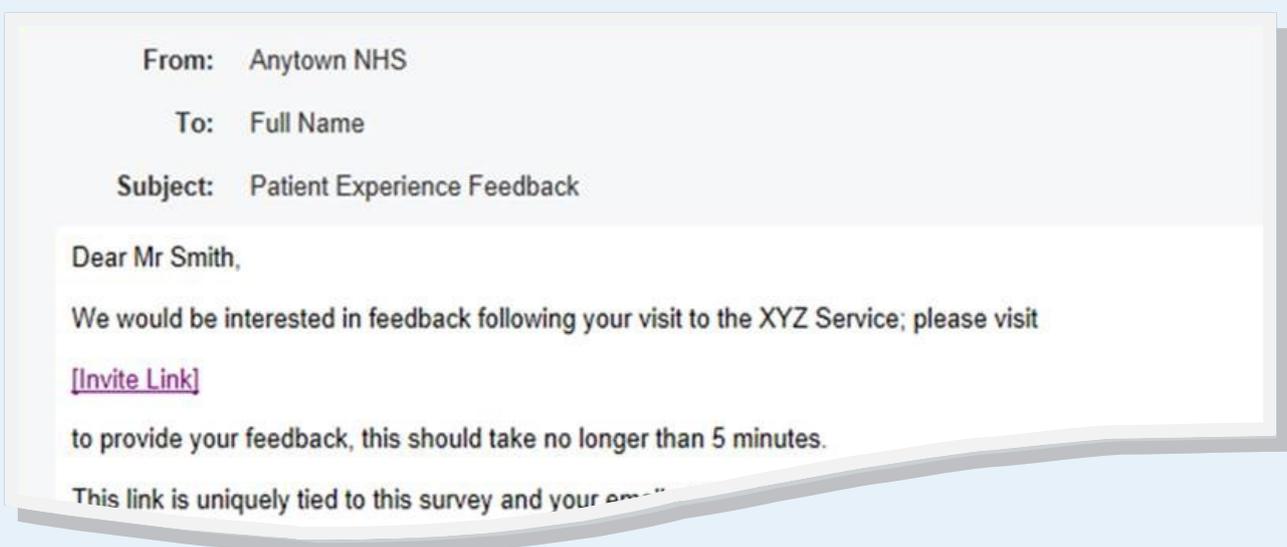
Survey Link Button

For websites and electronic documentation we can provide a survey invite button, whereby the user clicks the button and is directed to the survey.



Email Survey Link to Respondents.

We can mass email respondents who have given their permission to be contacted via email. This method sends a personalised email, and can automatically issue reminders to respondents who have not completed the survey.



SURVEY FEATURES

Below are just a few of the features available with our surveys:

	Paper	Web	Mobile	Phone
<u>Content</u>				
Multi-language questionnaires	✓	✓	✓	
Multiple question types: single response, multiple response, rating scales, free text	✓	✓	✓	✓
Include images in questions	✓	✓	✓	
<u>Dynamics</u>				
Progress bar, back and next buttons		✓	✓	
<u>Validation</u>				
Apply quotas		✓		✓
Force questions to be answered		✓	✓	✓
Prevent users from completing questionnaire more than once	✓	✓		✓
Add survey logic (i.e.; If answer 'YES', then go to survey set A, if answer 'NO' then go to survey set 'B')	✓	✓	✓	✓
<u>Benefits</u>				
Low cost - Once set up, survey costs are the same, regardless the number of respondents*		✓	✓	
High volume respondents and quick turnaround		✓	✓	
Appropriate for qualitative (free text) responses	✓	✓		✓
<i>* Where no 'free text' analysis is required.</i>				

What could a Direct Data Analysis Survey do for you?

HOW TO CONTACT US

We look forward to hearing from you soon.

Please feel free to contact us should you require further information, or a free written quotation for your project.

DIRECT DATA ANALYSIS LTD

Brampton Business Centre
Queen Street
Newcastle under Lyme
Staffordshire, ST5 1ED.



Website: www.direct-data-analysis.co.uk

Email: enquiries@direct-data-analysis.co.uk

Phone: 01782 367499

