

Picasso never tried to compare market research surveys.



... But he illustrates the typical results quite well, don't you think?

Why is the act of comparing survey results like a cubist's rendition of an otherwise clear picture?

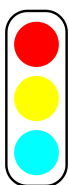
Successful companies care what their customers think.

Using survey and industry data, you can get a good idea of what your customer thinks of you. Simple, right? Then why do different surveys give you different results? What do your customers think of your products and services over time? Why are these seemingly simple key business drivers so difficult to obtain? Because different surveys are incongruent and difficult to compare with statistical confidence. Because a synthesizing solution didn't exist...until now.

Introducing Survey Synthesizer by eChain Technology & Tier 1

- Relational Database of Extracted Questions and Answers
- Cross-Survey Answer Comparison
- Results-Filtering by Answer
- Results Trending Across Survey Versions
- Search and Retrieve by Key-word Indexing
- Compatible with SPSS and SAS Survey Files

All this in an easy-to-use interface installed on your secure intranet



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