

Case Study WorldAPP Key Survey
'Survey Software that Everyone Can Use'

October 2010



Key Survey Meeting Educational Needs Worldwide

UNSW –

The University of New South Wales AUSTRALIA

Dissatisfied with using many surveying tools, some of which were difficult to implement and time consuming as well as costly to use, one of Australia's premier research facilities, the University of New South Wales, turned to Key Survey for answers. Three years on, the University of New South Wales now uses Key Survey throughout the faculty in various departments and on a multitude of levels, and Key Survey is their survey tool of choice for a number of reasons.

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FOR INFORMATIONAL PURPOSES ONLY:

This Case Study is an informational document that describes and defines the WorldAPP Key Survey software use and applications, and the association and benefits that this software has with a specific consumer, namely, UNSW — The University of New South Wales, which is situated in Australia. While care has been taken in the preparation of this document to ensure that the information contained within this text is accurate, the author, publishers, and their employees, or agents, do not accept the responsibility for any decisions made based on any information contained herein. In addition, the author, publishers and their employees, or agents, disclaim all liability in respect to any errors, inaccuracies, or misstatements as a result of using this text.

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WorldAPP Key Survey —

Intelligent and easy-to-use survey software that is professional-looking, has a depth of functionality, and offers multi-user solutions and ease of integration.

EXECUTIVE SUMMARY

This case study takes an in-depth look at 'how' and 'why' the University of New South Wales elected to use WorldAPP Key Survey as their survey tool of choice. By uncovering the association between the university and the product, the benefits of using Key Survey are highlighted and allow other businesses, organizations, and possibly individuals that wish to improve customer relationships, or gather research data, an opportunity to evaluate the product.

WorldAPP Key Survey is secure online survey software that everyone can use effortlessly regardless of the complexity of their survey or the size of their business or task.

"UNSW did not have a uniform platform to conduct online surveys. People were using a mixture of survey programs, including paying programmers to code individual surveys"

UNSW uses Key Survey in the following departments: Medicine; Arts; Law; Built Environment; Engineering and Science. In addition, divisions within each of these departments also use the surveying software

THE MAIN CHALLENGES OF THE UNIVERSITY

The main challenges the University of New South Wales (UNSW) faced prior to using Key Survey were as follows:

1. A lack of data collection continuity within the facility;
2. Cost escalation due to using different data collection products and services;
3. Time management issues with data collection becoming time consuming; and
4. A need for a product that empowered users, was easy to use, and allowed multiple users to collect accurate data.

Shanta Jayawardana, a Systems Administrator from the School of Psychology who was closely involved with the project to select a new Web-based survey platform, believes that the university elected to use Key Survey because the product allowed many people within the research facility to collect data securely and it answered all of their needs.

"When this project was started, UNSW did not have a uniform platform to conduct online surveys. People were using a mixture of survey programs, which included paying programmers to code individual surveys. We wanted to empower our users by providing an enterprise-class uniformed platform as well as reduce time and the costs associated with conducting surveys," Shanta said.

Proposed Solution

In an effort to rectify these problems the University looked for software that allowed them to give their students and teachers a means by which to collect data without having to encounter these difficulties. For the University of New South Wales, which has some 40,000 students and is regarded as one of Australia's leading research and teaching universities¹, the solution needed to be exceptional and cater to everyone's needs.

When it came to a solution, the deciding factors, according to Shanta, were a combination of excellent product features, customer service, and WorldAPP's reputation.

"We looked closely at a few other products on the market at the same time and felt Key Survey was the best of a breed

¹ The University of New South Wales [2010] www.unsw.edu.au

and it came from a leader in the field," said Shanta. "WorldAPP was more than willing to sit down with us and discuss a suitable enterprise package for the university."

In addition, the university also wanted to ensure that security was not an issue, especially when so many people would be using this research product and possibly dealing with confidential information.

"This [security] was one of the critical factors when choosing the right product. Key Survey scored well in all fronts, including privacy, hardware, software and data security," Shanta said.

And, this is why the University of New South Wales elected to use Key Survey as their main data collection tool.

"This is our third year. Initially, we piloted Key Survey for a year in a few departments, with the School of Psychology being one of the main users. It was a resounding success..."

Key Survey Features:
Shanta feels that Key Survey has some excellent features, which complement and enhance user-needs, these are as follows:

- *Easy-to-use wizard interface;*
 - *Powerful logical capabilities;*
 - *Customization features;*
 - *Live support; and*
 - *Continuous improvements to the application by WorldAPP*
-

INTRODUCTION OF SOLUTION

When Key Survey was first introduced to the University of New South Wales some three years ago, it was used in a limited number of departments.

"This is our third year. Initially, we piloted it for a year in a few departments with the School of Psychology being one of the main users. It was a resounding success and we decided to make it available to the entire university," said Shanta.

Who uses Key Survey within the University today?

When asked what departments use the software, Shanta said, "Pretty much all faculties, departments, schools and divisions have started to use it. We have users from faculties, such as Medicine, Arts, Law, Built Environment, Engineering and Science as well as divisions like Finance, Facilities Management, IT Services, and the list goes on. The university has done a good job this year publicizing the availability of Key Survey for all of our staff and students, so we expect the penetration to be even greater by end of the year."

While each of these departments uses the software mainly for research and data collection, Shanta feels that the software can also be used to develop relationships within the University.

"Being a premier research institution in Australia, a majority of our users use it to gather data for research. I can also see an increased use of the tool as a customer feedback tool by various divisions within the University," Shanta said.

What are these departments hoping to achieve?

“I think the freedom and empowerment that comes along with this tool goes a long way to help individuals gather data accurately and with little effort as possible, and this would be the main benefit to any department. Of course, this translates into financial advantages and other benefits,” said Shanta.

Does the software meet the University’s challenges?

“Definitely, it’s doing a great job of helping us do most things we set out to do,” said Shanta. “The wide acceptance and popularity of Key Survey goes to show how a uniformed-platform that is well-designed and easy to use can help large organizations to go about their data gathering with ease. A vast majority of surveys can be set-up by individuals with little or no formal training. Live and online help features, including the very detailed user-guide, is more than adequate for a vast majority of our users to get started from day one.”

Who does the University collect information from?

Predominately, the University collects information internally as well as from the wider community due to the research focus of the majority of the university’s users. This occurs because the facility is research-driven. As Shanta said, “Data collection is a major function of many of our research students and staff. In addition, the University also places a great emphasis on customer feedback.”

USE OF KEY SURVEY WITHIN THE UNIVERSITY

The University, which uses Key Survey as its main stream survey tool, expects this trend to continue well into the future with the university using other surveying tools less as the application becomes widely used and accepted.

“It is likely there is still a smattering of other tools, such as Survey Monkey, being used by some,” Shanta said. “But, the likelihood of such users also switching to Key Survey, once they become more aware of it, is quite high.”

Shanta also believes that Key Survey has improved the University’s services.

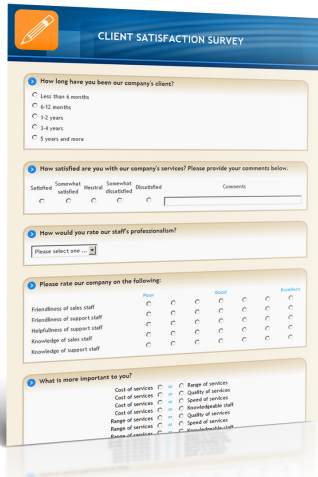


Figure 1: Customer Satisfaction Survey Sample Using Key Survey

Shanta has used Key Survey's customer support on a number of occasions and feels that, as a company, WorldAPP is very consumer-centric

"Most people are beginning to realize that their data collection needs, whether it's for research or otherwise, is just a few mouse clicks away. They definitely enjoy the independence that the product brings to them."

Does the University use all of the software features?

"Our users are becoming more sophisticated in the use of the product and are beginning to access some of the advanced features of the product," Shanta said. "The tool can definitely be used as a feedback tool to manage relationships effectively. Currently, some of our users are beginning to do this."

Shanta also believes that Key Survey lives up to the claims that it makes, especially the one about the product being user-friendly and easy-to-use.

"I definitely feel this product is easy-to-use. Most of our users get started with little or no help at all."

Does the University use the software in conjunction with other applications?

"As far as I am aware, our users tend to gather data, using a single tool, such as Key Survey, and, in some instances, they then analyze the data further, using other applications such as SPSS (PASW)," said Shanta.

Does the University customize its surveys, and if so, how?

We already use a UNSW-branded site for accessing Key Survey, and our users are becoming familiar with the rich set of customization features available to them.

CUSTOMER SUPPORT AND KEY SURVEY

Shanta has used Key Survey's customer support on a number of occasions and feels that, as a company, WorldAPP is very consumer-centric.

"I have dealt quite a bit with Customer Support on various matters pertaining to the university. It's been a great pleasure to work with them, and they have always been very professional and helpful when dealing with us," said Shanta.

And, while WorldAPP offers Key Survey online training sessions as part of their package deal when purchasing the product, Shanta has not felt the need to use this, because he feels the program is so simple to use.

"I haven't had the opportunity to use them [training sessions]. I think the system is quite well-designed and intuitive. Most users get going with minimal effort."

"On a scale of 1-10, with 10 being the highest and 1 being the lowest, Shanta rates Key Survey as a "definite 9"

FUTURE DIRECTION AND LONG-TERM FOCUS

While Shanta feels that the University will use Key Survey well into the future, he also feels that there are a few areas that could be developed by WorldAPP that could make the product even better though he confesses that a survey of University users could be the best solution.

"I think we need to run a survey in order to get some customer feedback," Shanta said. "Advanced randomization features as well as getting the 360-Degree module included as part of the standard package would be great. Most people would like to see individual alerts — possibly highlighted in red — when compulsory questions are not answered, rather than seeing block alerts. The ability to format within the program (bold, center, font size, etc.) without having to resort to HTML coding would also be a welcome addition."

CONCLUSION

On a scale of 1-10, with 10 being the highest and 1 being the lowest, Shanta rates Key Survey as a "definite 9." Overall, he feels that the product delivers exactly what it says it will and it provides the University with a sound and diversified application that meets their needs and expectations. In fact, when asked if he would recommend the product to others, Shanta said, "Definitely! Key Survey is already getting wide acceptance within the UNSW community. I would recommend it to those who have not tried it yet."

"Key Survey is sophisticated, yet simple, and delivers an easy-to-use method of information collection..."

ABOUT KEY SURVEY

Key Survey is a Web-based data and analysis tool that allows businesses, educational facilities, and other organizations to collect data from various internal and external groups. This information can then be integrated within the enterprise's environment to improve relationships and better understand specific demographics.

Key Survey is sophisticated, yet simple, and delivers an easy-to-use method of information collection with multi-channel and multi-language capabilities, so you can design and distribute your survey and then collect and analyze your data with minimal effort and cost.

Further information on Key Survey can be found at: www.keysurvey.com

ABOUT WORLDAPP

WorldAPP provides Web-based data collection solutions that enable businesses, educational facilities and other organizations to collect, manage, and leverage internal and external data effectively.

The Company's products are delivered through two delivery models: On-Demand (Software-as-a-Service) and On-Premise (Self-Hosted).

The Company has three products:

Key Survey — online survey software;

Extreme Form — a Web-based forms automation system; and

WorldAPP 360 — a complete 360-Degree feedback solution.

All of these products are delivered via on-demand (Software-as-a-Service) and on-premise (Self-Hosted) methodology.

Further information on WorldAPP can be found at: www.worldapp.com