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UIC Freight Survey

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>
> Basic shipping information needs to be collected from industries that regularly ship or receive freight so it can be analyzed. "
>
> **Karl Sturm**

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What was your business challenge?

We are currently running a university and state DOT sponsored survey concerning freight movement in the United States. Basic shipping information needs to be collected from industries that regularly ship or receive freight so it can be analyzed.

With the addition of other data sources, this information will be used to study how our nation's transportation infrastructure is suited to the demands of modern industrial and commercial logistics. If needed, this survey data can be used for political decision making to prioritize resources and direct policy.

Which WorldAPP product was used to meet your needs?

Key Survey.

What are the steps used to reproduce your scenario?

As lists of reasonably priced, industry specific e-mail addresses are hard to come by, we have been using lists of phone contacts. Our team of undergraduate student callers use Skype or Google Voice to contact supply chain representatives and request

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their completion of our survey. If they agree, they offer an e-mail address for us to enter into Key Survey. From then on, the process is largely automated. Key Survey distributes invitations and reminder e-mails, and keeps track of who has completed the survey or not.

If pressed for more responses, we can identify which contacts have not responded even after reminder e-mails, and have an undergraduate give personal reminder calls.

What was the result of using a WorldAPP product?

The survey is ongoing. We are exploring different ways of obtaining e-mail addresses but regardless, we will continue to use Key Survey.

Karl Sturm