

# Survey Software Vendor Comparison

## Purpose of the Tool

Needs assessment surveys allow college administrators to efficiently generate and evaluate corporate training leads. However, survey platforms vary widely in features and cost. The following tool provides a basic overview and price structure for nine leading survey platforms. Administrators may use the scorecard that follows to determine which platform best meets their employer outreach needs.

## Guide to Survey Software Vendors



<b>Profile:</b>	Prominent survey platform used by over 1,300 colleges and university clients worldwide
<b>Price:</b>	Free trial and customized quotes available to educational institutions
<b>Selected Customers:</b>	Yale School of Management, University of North Carolina, Monroe Community College
<b>Website:</b>	<a href="http://www.qualtrics.com/research-suite/">http://www.qualtrics.com/research-suite/</a>



<b>Profile:</b>	Free survey platform integrated with Google's other products
<b>Price:</b>	Free
<b>Selected Customers:</b>	Macalester College, Madison Area Technical College, Burlington County Community College
<b>Website:</b>	<a href="https://www.google.com/work/apps/business/products/forms/">https://www.google.com/work/apps/business/products/forms/</a>



<b>Profile:</b>	Survey platform that specializes in benchmarking and measuring client satisfaction
<b>Price:</b>	Gold: \$59/Month for 500 contacts, 5 users, CRM synching, and API Access Platinum: \$89/month for 1000 contacts, 10 users, 3 sub accounts, and concierge support Enterprise: \$449/Month for 10,000 + contacts, 50+ users, and 10 Sub accounts
<b>Selected Customers:</b>	Art of Smart Education, R&G Technologies, JBS Bookkeeping Services
<b>Website:</b>	<a href="https://www.clientheartbeat.com/">https://www.clientheartbeat.com/</a>



<b>Profile:</b>	Prominent Survey platform with focus on large, corporate research
<b>Price:</b>	Base price starts at \$5,950/year, but cost varies based on project parameters
<b>Selected Customers:</b>	Iowa Area Education Agency 267. IT Industry Association, Education Adelaide
<b>Website:</b>	<a href="https://www.keysurvey.com/">https://www.keysurvey.com/</a>



<b>Profile:</b>	Open source and community driven survey platform
<b>Price:</b>	Free
<b>Selected Customers:</b>	Not specified
<b>Website:</b>	<a href="http://www.surveymz.com/">http://www.surveymz.com/</a>

Source: Ross Beard, "8 Customer Satisfaction Software Tools," <http://blog.clientheartbeat.com/customer-satisfaction-software>; EAB interviews and analysis.

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## surveygizmo

<b>Profile:</b>	Prominent survey platform that offers 25% discount to academic institutions
<b>Price:</b>	Professional: \$65/month for advanced custom reporting, custom branded links and data cleaning tools Premier: \$95/month adds HIPAA compliance, custom scripting, and custom questions Enterprise: \$199/month adds multiple users, application co-branding, and training
<b>Selected Customers:</b>	Not specified
<b>Website:</b>	<a href="http://www.surveygizmo.com/">http://www.surveygizmo.com/</a>

## SurveyMonkey

<b>Profile:</b>	The most widely used survey platform
<b>Price:</b>	Select: \$26/month for 1,000 responses, skip logic, and cross-tabs & filters Gold: \$300/year for unlimited responses, A/B testing, and question/answer piping Platinum: \$780/year for multiple users, white label surveys, and HIPAA compliance
<b>Selected Customers:</b>	Facebook, Salesforce, Samsung
<b>Website:</b>	<a href="https://www.surveymonkey.com/">https://www.surveymonkey.com/</a>

## QuestionPro Online Research Made Easy™

<b>Profile:</b>	Prominent survey platform
<b>Price:</b>	Free trial and customized quotes available to educational institutions Professional: \$144/year for branching/skip logic, data export, and 24 question types Corporate: \$899/year adds data segmentation, extraction, and 33 question types Team Edition: price not specified, but adds a dedicated account manager and full feature set
<b>Selected Customers:</b>	Stanford University, Toyota, Hyatt
<b>Website:</b>	<a href="http://www.questionpro.com/">http://www.questionpro.com/</a>

## Survey™ Project

<b>Profile:</b>	Open-source and collaborative survey platform
<b>Price:</b>	Free
<b>Selected Customers:</b>	Not specified
<b>Website:</b>	<a href="http://www.surveyproject.org/Home/tabid/83/Default.aspx">http://www.surveyproject.org/Home/tabid/83/Default.aspx</a>

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## Vendor Comparison Scorecard

These ten diagnostic questions help college administrators decide whether a survey platform aligns with their priorities (e.g., cost, ease of use, level of analysis). The second column provides an example of how an administrator might use this tool to evaluate the hypothetical platform “EAB Survey Systems.” The column also includes the reasoning behind each answer in parentheses for illustrative purposes.

	Criteria	Vendor 1: EAB Survey Systems	Vendor 2	Vendor 3
Functionality	1. Does the platform support multiple users?	<b>Yes</b> <i>The platform allows 3 users in the basic subscription.</i>		
	2. Does the platform allow us to distribute an adequate number of surveys?	<b>Yes</b> <i>We plan to distribute 150 surveys, and the platform allows us to distribute 200.</i>		
	3. Can we integrate the platform with our client relationship management (CRM) software?	<b>No</b> <i>We maintain client records in Salesforce, and Salesforce integration costs extra.</i>		
	4. Does the platform have sufficient survey logic features (e.g., cross-tabulation, A/B testing, page branching)?	<b>No</b> <i>We require subgroup analysis, which is not included in the basic subscription.</i>		
	5. Does the platform allow customized branding of surveys?	<b>Yes</b> <i>The platform allows us to use our logo and colors.</i>		
Usability	6. Does the platform require minimal training to operate?	<b>Yes</b> <i>The platform interface is intuitive and easy to learn.</i>		
	7. Does the platform offer responsive customer support?	<b>Yes</b> <i>The platform offers a 24/7 live chat for customers.</i>		
	8. Does the platform work with other higher education clients?	<b>Yes</b> <i>The client list includes 10+ colleges and universities.</i>		
Cost	9. Do new users receive a free trial on the platform?	<b>Yes</b> <i>New users receive a 30-day free trial.</i>		
	10. Does the platform provide discounts to educational institutions?	<b>Yes</b> <i>Colleges and universities receive a 10% discount.</i>		
	<b>Final Score</b> (Number of “Yes” Responses)	<b>8</b> out of 10		

Source: EAB interviews and analysis.