



# Surzle<sup>®</sup>

## CUSTOMER FEEDBACK AND PROFILING

A **'Do it yourself'** multi-channel survey design, delivery and reporting toolkit

An online software package, giving you a complete toolkit for you to manage ALL your organisation's survey needs.

- ❖ Allowing you to offer a full range of survey methods
- ❖ Linked to your database of contacts
- ❖ Ensuring compliance with GDPR
- ❖ Avoiding survey fatigue
- ❖ Auto-alerts if a respondent requests a call back

A simple, on-screen management, reporting and analysis toolkit.

## Multi-method

Choose the most appropriate method for delivering your survey:

- ❖ Postal, Telephone, SMS, Online or Face-to-Face

You can automatically select the preferred option for each person (if you know it) or offer them a choice.

**Surzle®** will collate all the responses together, whatever the method, or allow you to filter the data by method if you wish.

## Select candidates

For 'Satisfaction' surveys, ask **Surzle®** to select a representative sample for you from the **Surzle®** database, using any of the profiling fields to define your target group.

For 'Transactional' surveys, specify exactly who you want to survey (e.g. those who have just completed a transaction), either by uploading a list or identifying them in the **Surzle®** database.

## Avoid survey fatigue

Because everything is linked to the core database, **Surzle®** knows who has been sent what and when, so it can automatically apply whatever rules you want, to avoid over-surveying individual people.

## Comply with GDPR Regulations

**Surzle®** will automatically prevent you from selecting people who have 'Unsubscribed' from surveys or asked you not to use a specific methodology, avoiding the risk of accidentally breaching data protection rules.

## Link responses to profiles

**Surzle®** will automatically link responses to the respondent's personal profile; if the response is confidential or anonymous, it will automatically limit the profiling data merged, so the respondent can't be identified.

## Alert you

If someone uses their survey response to request a call back, **Surzle®** will automatically alert you so you can instantly follow up the contact without having to keep checking through all the data.

## Collect 'open' feedback

You can publish a text number or a web address for people to leave feedback by text or online, whenever they like. They won't be identified (unless they leave their details) but you can use the **Surzle®** analysis toolkit to monitor the responses.

## What do you need:

- ❖ One simple toolkit, offering a complete range of survey methods?
- ❖ Linked to a database of all your contacts, to track individual engagement histories, avoid fatigue and profile your data?
- ❖ Quick to set up, easy to use and no upfront investment or long-term contract?
- ❖ Real people at the end of a line to help you design and manage your survey programmes effectively?

All this and more is available with the **Surzle®** survey toolkit.

*“We’re very pleased with the survey results and the report. I’d like to thank you and your team for the service you’ve provided, we’re very pleased with every aspect of the survey exercise.” **MW***

*“We sent our first 150 survey texts using TPTracker and had 30 instant responses! A great start!” **RH***

*“The support provided is very helpful, friendly and quick to respond.” **JG***

## Call us now, to discover how **Surzle®** can help you:

**Web:** [www.arenapartnership.co.uk/surzle](http://www.arenapartnership.co.uk/surzle)

**Email:** [info@arenapartnership.co.uk](mailto:info@arenapartnership.co.uk)

**Or call:** 08456 432 872