

## QuenchTec Quick Sample

### Automated sampling with better response rates.

You can now fully automate sending emails and SMS messages to respondents with our new 'Quick Sample' API suite.

Linking this powerful API suite to CRM or HR systems will allow you to streamline the management and data collection for many types of research projects, Customer Satisfaction and Employee Feedback are two simple examples. Here is what you can do with the Quick Sample API

- Load a Sample information (Name, Email, Mobile etc)
- Create Email and SMS Templates
- Assign Templates to a Sample
- Schedule Sending and Reminders of Emails and SMS
- Get status information about a respondent in a sample e.g. have they completed the survey

Add this to an engaging questionnaire created in Quenchtec Survey Design then our Analysis API or our Dashboarding module and you have an amazing end to end solution that can almost look after itself!

QuenchTec Panel Management uses it's industry leading sampling system to allow you to select the right number of panellist for your survey to ensure you get the highest response from your panel. Now you can use the e-mail tracking functionality to get even better response rates. With QuenchTec Panel Management you can follow the whole process:

E-mail Sent → Email Opened → Link Clicked → Survey Completion

Using this extra information, you can look at the drop out for each stage and make simple changes that will have a big impact on response. For example if you see that 60% of your panel members open your e-mail but only 15% click the link you can change the e-mail content to improve response rates. If someone is willing to open your e-mail they probably are interested in completing the survey, if they do not click the link the layout and content of the email are the likely cause. You can also analyse if certain demographics are responding differently to invitations and by changing the content of your reminder e-mails you may get a more balanced response.

With QuenchTec Panel Management and a little bit of thought you can get higher response rates from your panel which of course gives you a greeter return on your investment.