



# Sphinx Survey

The leading solution for surveys and data analysis

## You are...

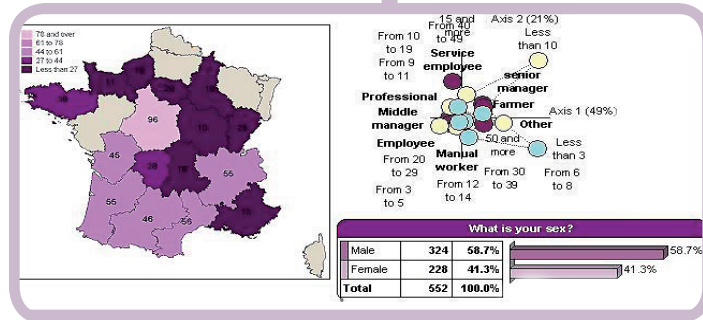
- Survey co-ordinator in one of the following departments:  
HR, Marketing or Quality
- Consultant
- Teacher, Researcher

## Your projects

- Satisfaction survey
- Internal observatory
- On-line survey
- Analysis of sales files
- Training assessment, multiple-choice questions

### What is your occupation?

- Farmer       Middle manager       Service employee
- senior manager       Employee       Other
- Professional       Manual worker



## Our solutions

- Creation of **interactive questionnaires** for hard-copy distribution, Internet, PDA, telephone.
- **Entry of replies**, import of external data (Web, Excel, Access, etc.).
- Presentation of a **customised report** integrating all of the results of your survey. (sorting by single and multiple criteria, PCA, CFA, classification, data mining, etc.).

### Options

To go further in specialised applications:

- **SphinxOnline:** hosting and distribution of your on-line surveys.
- **Lexica:** a specialised module for text data analysis.
- **Scanner:** automatic reading of your hard-copy surveys.
- **Cati:** management of your telephone campaigns.

## 3 reasons for choosing Sphinx Survey

- **Integrated:** one software package for managing your entire project
- **Powerful:** more than 1,500 functions for having successful surveys
- **Open:** use every media for collecting your data



### Prices

Please contact Claire at [cbatissat@lesphinx-developpement.fr](mailto:cbatissat@lesphinx-developpement.fr)



Enlightening your decisions!



# Sphinx Survey

## List of functions - Version 5

### Designing the questionnaire:

- Writing the questionnaire: closed questions (single, multiple or ordered), scales, numerical, codes, open-ended, grouped.
- Structure of the questionnaire: sections, restrictions (data entry control, carriage returns, help with the design, survey question libraries, survey models).
- Automatic or customised layout with insertion of a logo, graphical charter and multimedia elements.
- Multiple language surveys in a single database (*option*).

### Data distribution and collection:

- Distribution of the survey via e-mail, follow-up of replies in real-time, programmed reminder via e-mailing (*Web option*) and printing of hard-copy format forms.
- Customisation of the data entry interfaces.
- Multi-modal manual data entry.
- Data entry control and qualification of the files.
- On-line surveys and access control (*Web option*).
- Automatic reading of questionnaires by scanner (*Scanner option*). Telephone surveys and management of the user platform (*Cati option*).

### Statistical processing:

- Sorting by single and multiple criteria, graphs, mapping, barometer. Statistical indicators: sizes, percentages, averages, medians, standard deviation, specificities.
- Statistical tests: Chi-square, correlation, Student, Fisher, confidence interval. Univariate or bivariate analysis.
- Processing of the data of the open-ended questions and content analysis.

### Data analysis:

- Multiple factor and principal component analysis.
- Linear and multiple regression.
- Automatic classification.
- Typology.
- Manova, Anova.

### Data mining and scoring:

- Graphs of relationships, segmentations, decision trees.

### Data management:

- Sampling and adjustment by weighting.
- Importing external databases.
- Exporting data to ASCII files.
- Change of elementary unit.
- Enriching databases: creation of new variables, re-coding, merging surveys...

### Communication of the results:

- Automatic processing of a stratum or profile into a report.
- Presentation of the results in a dynamic scorecard.
- Communication of the results in hard-copy format or via the Internet.
- Automatic update of on-line analyses.

System requirements: PC Windows (98 minimum)



Enlightening your decisions!