

Censeo's General Survey Platform

Censeo's General Survey Platform (GSP) is a highly versatile Internet tool for collecting responses to surveys of any kind, conducted for any purpose. The term "General" in the name of this offering refers to the fact that the platform can handle any specialized client survey request. While our other platforms are highly customizable, such as those for multi-rater surveys and employee opinion surveys, by their nature they have to have certain constraints. These constraints are driven mainly by how the responses are scored and reported. For example, it would not make sense to include several different response scales in the same multi-rater or employee survey.

GSP has virtually no constraints. A given survey can include any item type and response scale, and there can be multiple item types and response scales in that survey. Open-ended items can be inserted anywhere. There is no limitation on how many, and what types, of items can be on the same Web page, or on how many total items there are in a survey. As an aside, it should be noted that this versatility does not preclude the need to ensure the survey is easy for participants to complete, or the need for the survey to be psychometrically sound and yield valid data. In other words, regardless of how robust the Internet platform is, you still have to have a good survey to post on the platform.

GSP applications include initiatives like exit surveys, Level-1 measures following training, internal or external customer satisfaction measurement, audits of key processes by stakeholders, quick pulse surveys, job analysis surveys, and many others. The initiatives may be one-time projects, or part of an ongoing measurement system.

Key Features of GSP

The most important feature of GSP is its complete versatility – it can be used for any purpose where online survey administration is desired. Other key GSP features include the following:

- Supports all item types – multiple choice, true-false, multiple select, Likert, matching, ranking, fill-in-the-blank, graphical hot spot, and open-ended. Items can include just about anything – text, pictures, graphics, sound files, video, etc.
- Email messages sent to participants giving them instructions and a link to the site. Optionally, up to

three reminder messages can be automatically sent to people who haven't responded by pre-determined dates.

- Two ways to allow participants access to the survey: (1) uploading names and email addresses (system assigns IDs and passwords and includes them in email links), or (2) multiple-use keycode (participants "register" themselves).
- Ability to include any number of organizational hierarchical variables and grouping variables by which the data can be analyzed.
- Company branding, and everything on the site can be customized.
- Save and bookmark functionality for when surveys aren't completed in one session. System saves all responses and brings participants back to exactly where they left off.
- Ability for company administrators to monitor the progress of the survey in real time (e.g., numbers and percentages of participants, by organizational unit, who have completed surveys).
- Ability to handle foreign languages, including double-byte characters, with responses integrated into a common database.
- Control over whether or not participants are allowed to re-enter the survey after it is completed.
- Optional ability to allow participants to print the survey and all their responses.

How the Process Works

There is a lot of flexibility in how a GSP application is implemented, but the steps listed below represent a typical example:

1. *Develop survey.* After determining the survey objectives and measurement needs, the survey is constructed to provide the valid information needed. Consulting services are available for instrument development if desired by the client.
2. *Post survey on platform.* The survey is posted on Censeo's GSP and rigorous quality checks are performed. The client approves the survey before it is released.

3. *Upload participant information.* The client sends Censeo a list of participant names and email addresses, and the information is uploaded into the system.
4. *Launch survey.* The system sends email messages to participants. Alternatively, the client could communicate a multiple-use key code to participants (skipping Step 3).
5. *Participants complete survey.* Participants simply click on the link, go to the site and complete the survey. Reminder messages are sent to non-respondents on pre-determined dates.
6. *Survey closed and reports generated.* As appropriate, the client may choose to extend the cut-off date for the survey to increase the response rate.

Censeo's other assessment and survey platforms have built-in reporting engines that are robust and powerful. Since GSP applications, by contrast, can have items and response scales of any nature, and multiple types can be

used in the same survey, a standardized reporting engine isn't feasible. Clients have two options:

- The data can be exported from GSP and sent to the client for analysis.
- Censeo can generate reports based on client specifications. As with developing the survey, consulting services are available for analyzing the data, preparing reports on findings and implications, making presentations to senior management, and so forth, if desired by the client.

While this fact sheet is focused on a product – Censeo's General Survey Platform – Censeo can add significant value during all phases of special purpose survey initiatives. Our consultants have Ph.D. degrees in Industrial-Organizational Psychology, and have more than 30 years experience in conducting survey research projects in organizations in many industries. Clients can use as many, or as few, of these services as they desire.

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