



qualtrics + Singapore Management University

Research Services: **SOLUTIONS AND SERVICES**

Email // malloryc@qualtrics.com

Phone // +61 401 740 282

research services offering



9K+

Clients

99

Of the Top 100
Business Schools using
Qualtrics

22M+

Global research responses

100+

Countries

Overview of Services

When you're running a research project in Qualtrics but can't run every aspect of your study yourself, the Research Services team can help.

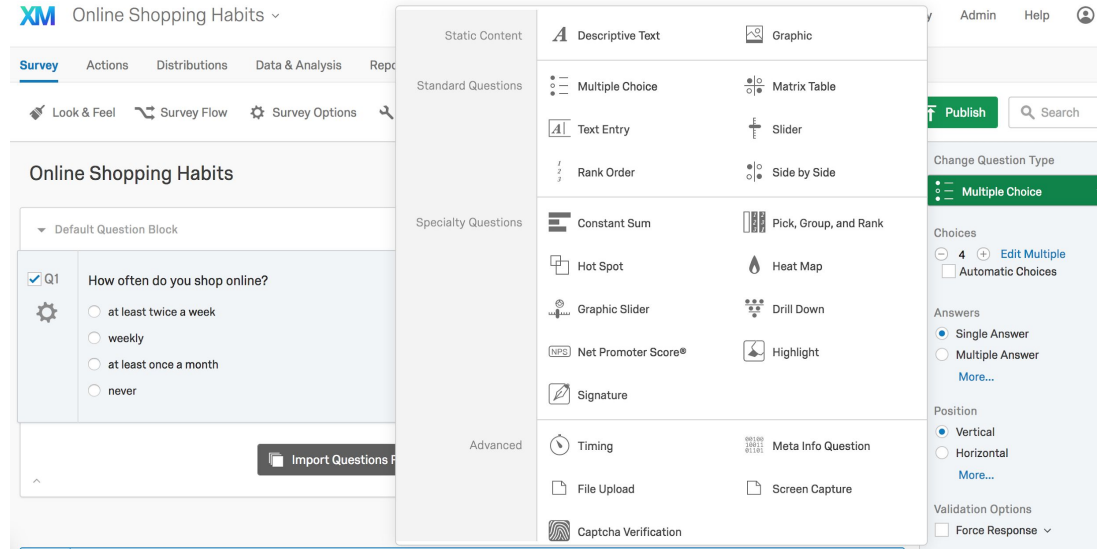
Whether you need assistance on:

- Survey programming
- Accessing online sample of respondents or
- Translations

we can give you one-on-one attention to ensure your project's success from start to finish.

Survey Programming

In a matter of hours we can take your draft and target audience and build a ready-to-send survey for you in Qualtrics, ensuring that every quota and logic condition is correctly set



Online Sample

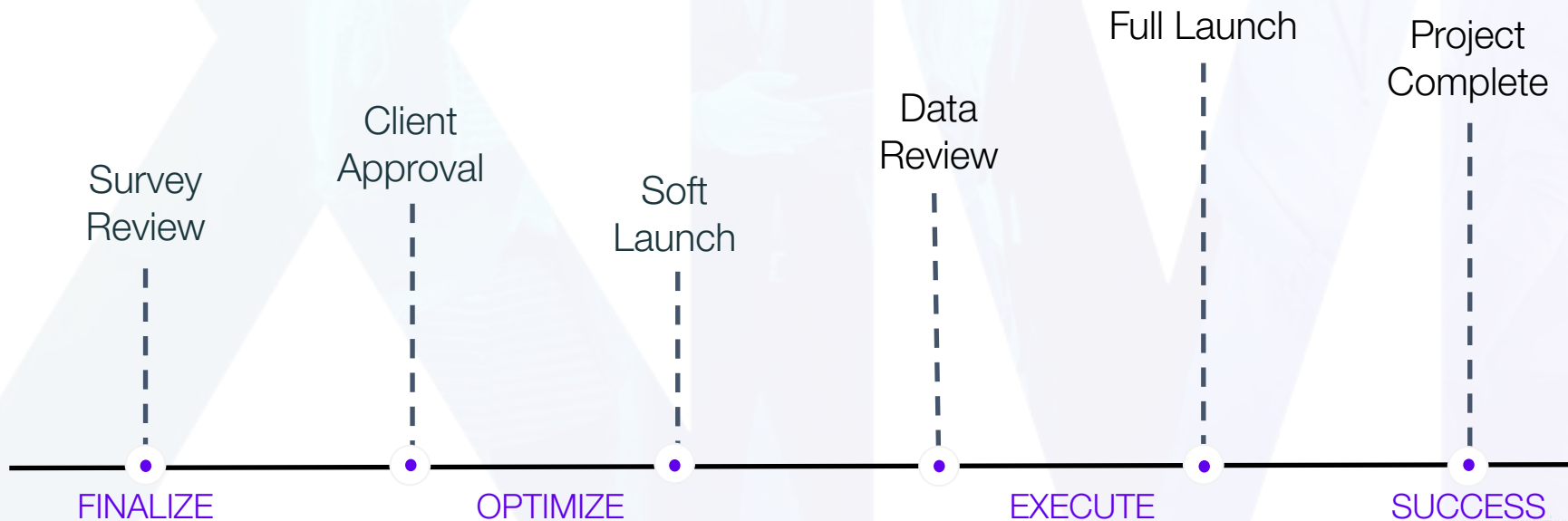
We partner with over 40 online panel providers to supply a global network of diverse, quality respondents for your survey.

Qualtrics has completed over 15,000 projects across the globe.





Online Sample Project Flow



With you during every step of data collection:



Survey Review

Project Managers
review survey



Soft Launch

Collect 10% or 50
responses



Full Launch

Continue collection
of remaining
responses



Data Quality Review

You review data for
any non-quality
responses

Survey Review

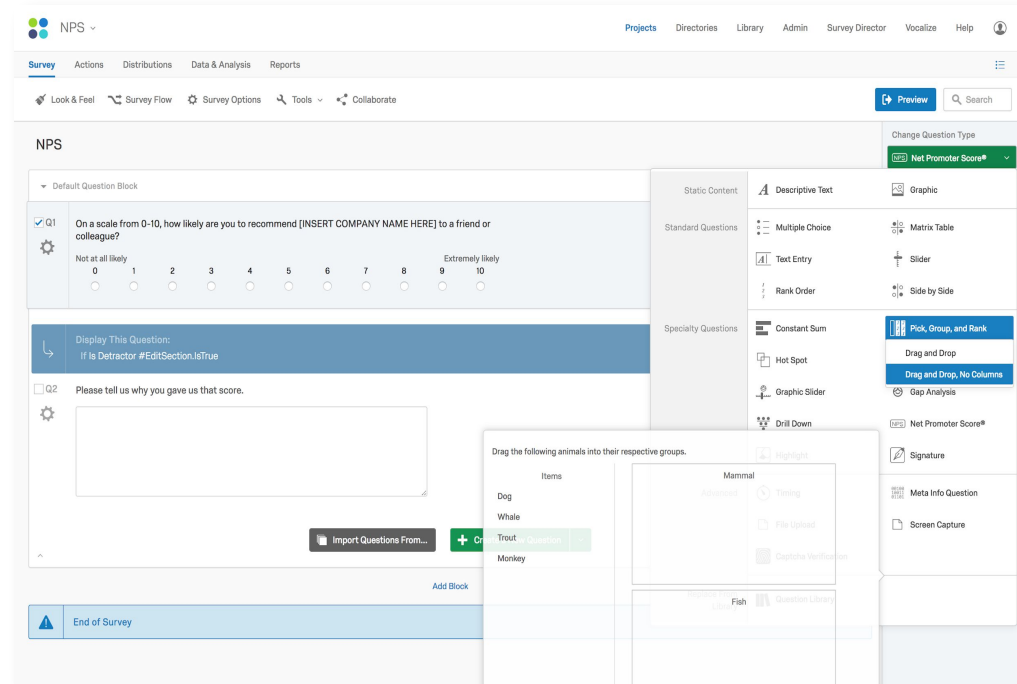
WITH QUALTRICS

First Step: Client sends account executive anonymous survey link

The project manager will review client's survey for:

- Proper programming of screener questions
- Survey flow which results in minimal survey fatigue for respondent
- Survey design that allows an online sample to give quality responses within the designated field time

Please note Qualtrics project management team will not write or program entire surveys, rather review and provide recommendations on best practices.



Soft Launch

WITH QUALTRICS

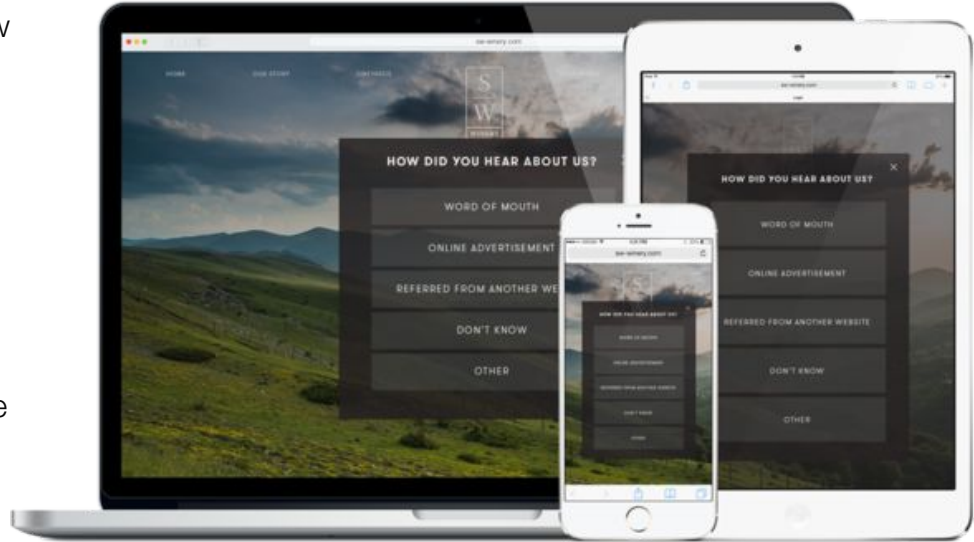
Client will receive a confirmation email after the survey review that outlines:

- Survey link
- Sample demographic
- Screener questions
- Quotas
- Survey settings for mobile, partial response collection, and quality checks

Upon final approval via email from the client, the project manager will launch the survey for 10% of the overall sample size within 24 hours.

Client will be informed when the survey is launched and see data live within their account.

Please note final approval emails received after 12 pm AEST on Fridays will not launch until the following Monday.



Full Launch

WITH QUALTRICS

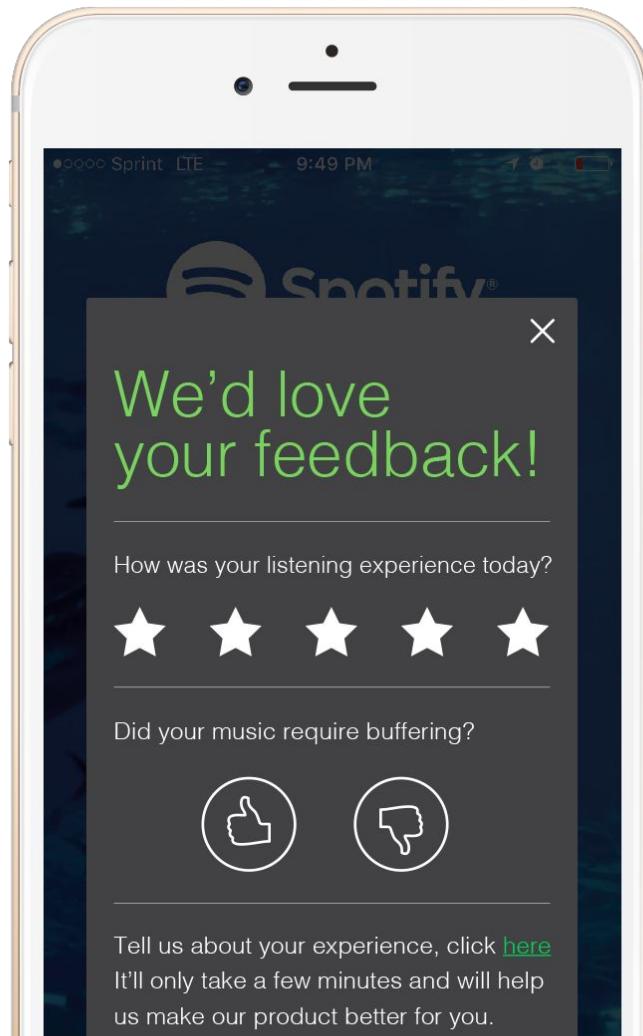
After soft launch, the project manager will program a data quality measure based on this data:

- Speed Check: Programmed for ½ the median time respondents take to answer survey. Any responses coming in faster will be screened out.

Client will be provided with the raw data while the project manager programs the speed check.

Project manager will work with the client to provide answers to data questions and insights into best practices. Once client gives approval the project manager will launch for remaining responses.

During data collection the client will receive updates from the project manager on progress of data collection.



Data Quality Review

WITH QUALTRICS

Once data is collected, the project manager will send over a raw data file and all responses will be available in the clients Qualtrics account.

Client has 7 business days from receiving the data to review and inform Qualtrics of any response IDs that are:

- Gibberish open-end responses
- Non-coherent duplicate answers
- Straight liners

Qualtrics will remove and replace any flagged data within this 7-day period.

If client adds a data scrub to their project, these quality measures are reviewed by Qualtrics and clean data is sent over.



Qualtrics HQ – Provo, UT

International Research & Translation

Our worldwide panel and translation services make it possible for you to conduct research across the globe.

We offer:

- o The fastest translation time in the industry
- o Translation by native speakers
- o Second-check editing for consistency
- o Original and translated text displayed side-by-side in your account



How does pricing work?

Survey Programming	Online Sample	Translations
<p>Priced based on length of survey and the complexity. To receive a quote, please send through:</p> <ul style="list-style-type: none">• Your survey in word format	<p>To receive a quote, please send through:</p> <ul style="list-style-type: none">• Sample size (n=)• Target audience (with any dimensions/quotas you have e.g. gender split 50/50, age range etc.)• Length of survey (a range e.g. 5-10 mins is fine)	<p>Pricing based on length of survey and number of languages. To receive a quote, please send through:</p> <ul style="list-style-type: none">• Your survey in word format

Book a Zoom meeting with your Research Services Manager for University Staff, Faculty & PhD



“The service has been amazing.
We get all the help needed
setting up. Qualtrics managed
the entire process and we got
results within a matter of days. ”

DR JARROD HAAR, PROFESSOR OF HUMAN RESOURCES
MANAGEMENT, FACULTY OF BUSINESS AUCKLAND UNIVERSITY OF
TECHNOLOGY

“Qualtrics enables me to be
successful in my gambling research.
Qualtrics is a one stop shop for a
flexible and sophisticated survey
platform in combination with access
to any panel of respondents anywhere
in the world”

ALEX RUSSELL, SENIOR POSTDOCTORAL FELLOW, SCHOOL OF HUMAN
HEALTH AND SOCIAL SCIENCES





Want to find out more?

Contact:

Email // malloryc@qualtrics.com

Phone // +61 401 740 282

Level 39/225 George St, Sydney
2000

New South Wales, Australia

For Technical Support, visit
www.qualtrics.com/support

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