# Snap XMP from Snap Surveys

G-Cloud 15 Service Definition Document

### What is Snap XMP and how does it work?

Snap XMP is a browser-based platform enabling the creation and management of online, mobile, and paper surveys, together with forms, questionnaires, and assessments that are both engaging and sophisticated. It provides all the tools needed to gather, analyse, and provide meaningful insight of the data. This can be easily shared with colleagues and clients, allowing better-informed decision-making.

Working from anywhere via a browser, users can:

- Design a survey from scratch or customise a pre-defined template.
- Apply your organisation's branding for a consistent "look-and-feel".
- Include routing and filters so that the questions a respondent is asked depends on their answers to earlier questions.
- Produce multi-lingual editions of the same survey. Responses from all language editions will be collated in the same dataset.
- Preview, test and amend the survey.
- Send the survey out in identical versions:
  - By email for completion over the web; or
  - On paper for manual completion. Particularly useful for collecting immediate feedback e.g. after a training course, or for respondents with no/low access to IT. Download the Snap Scanning module to scan in the responses, or type in the responses in-house, or outsource to our Data Centre team.
  - Interviewers and assessments can be conducted on mobile devices even in locations without internet access. By using our Snap Offline Interviewer app, responses are stored and uploaded once the device has an online connection.
- Build in automatic email alerts for rapid reaction to particularly positive or negative feedback without waiting for the end of the survey period.
- Use Snap XMP to analyse the data to produce insightful, graphical and dynamic reports for better-informed decision-making. No need to export/refresh data in other reporting software.
- "Power users" can download and use our Snap Desktop app to take advantage of advanced features, with all features synchronising seamlessly online.
- Throughout a survey project, use the sharing features of Snap XMP to collaborate with colleagues.
- Use phone or email to access our personable UK Helpdesk for support. Our training teams can provide one-to-one or group training either online or face-to-face, as required.
- Rest assured that we are certified to the ISO27001 data security standard, and that survey data is stored securely on servers at UK data centres with the same robust certification.
- Turn a survey into a powerful Tool by combining your industry experience with our technical expertise to create saleable solutions that generate mutual revenue and increase your brand exposure.

We have over 40 years' experience in the survey software and market research industry, providing innovative software and service solutions to help with data collection, in-depth analysis and advanced reporting. From our offices in the UK and US, as well as worldwide resellers, we support an extensive customer base including organisations in government, education, health, market research, media and finance.

#### Further information

Our G-Cloud 15 listing includes more detailed information regarding the technical, customer service, and pricing aspects of Snap XMP. For more information about us, please see our website at snapsurveys.com.