

Opino

Solution for gathering data in market research and public opinion surveys.



CATI (Computer Assisted Telephone Interviewing)
Phone surveys conducted from Call Centers

CAWI (Computer Assisted Web Interviewing)
Online surveys for Internet or Intranets

The market research organizations and departments are under pressure to deliver results as fast as possible. To achieve this, they need a scalable, global, centralized solution that incorporates multiple research methods while ensuring the consistency of data and allowing them to consolidate all the information.

Opino is a multipurpose solution for gathering and analyzing data through Internet and call centers. Powerful, versatile and easy to use, **Opino** provides organizations with a tool that facilitates the field work and processing phases of their research projects.

Find out what your clients, employees and other target audiences think

- Customer & employee satisfaction.
- Concept & product testing.
- Web site evaluation.
- Corporate image.
- Internal climate.
- Social studies.

Manage your projects both online and offline via the Internet

- Create multiple surveys and campaigns.
- No need to install software at the client's premises.

Develop your projects quickly

- Reuse your surveys (CATI & CAWI).
- Invite participants to complete the surveys via e-mail.

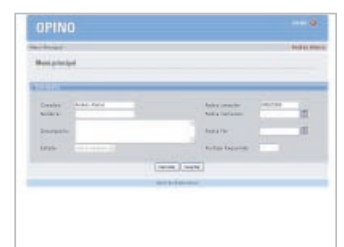
Design your projects with flexibility

- Easily adapt the look & feel of your surveys.
- Add skips, random question and answer options rotation, and many other features to your surveys.



Monitor your projects in real time

- Follow the quotas set for the project.
- Generate graphs and reports.

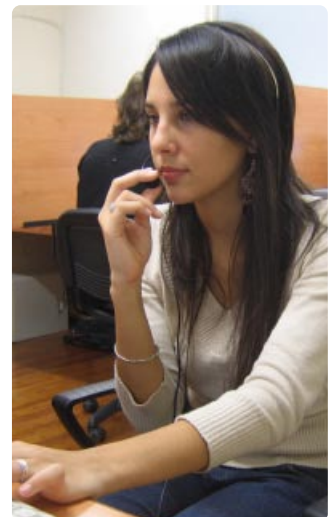
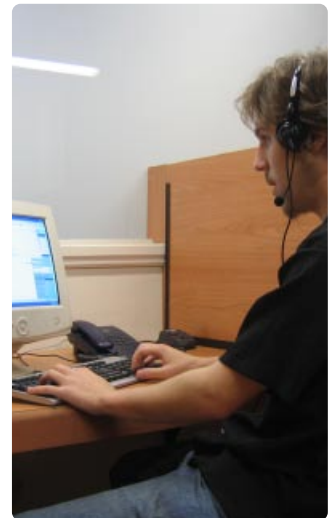


Purchasing formats

- Sale and installation at your own company.
- ASP user contract (Application Service Provider), allowing you to access your projects on our servers 24x7.

Features

- Scalable - designed for large data volumes.
- Monitor your surveys in real time through reports and graphs.
- Flexibility in designing your questions.
- Administration through an Internet browser – no need to install software at the client's premise.
- Open database architecture – allows you to configure your own reports and queries.
- Flexibility in response validation.
- Automatic management of e-mail invitations to complete the survey.
- Importation and exportation of surveys to XML.
- Skips – allow you to only ask the relevant questions to each survey group.
- Control of quotas.
- Exportation of responses to standard formats (xls, txt, spss) for analysis.
- Instant survey publication.
- It allows for multiple survey creation users.
- It works on campaign basis and variable interviewers assignment.
- Control over multiple responses to avoid duplication.
- Configuration of start and completion date for each survey.
- Personalized image for each survey.
- Types of questions: rating, single option, multiple choice, ranking, grids, open-ended questions.
- Allows you to include images in your surveys.
- Flexible configuration of the number of questions on each screen.



Requirements

Server

Internet Information Server + Microsoft .Net FrameWork + SQL 2000
256MB, 10MB Disk, 5MB database, for large data volumes, a quicker processor is recommended along with more memory.

Client

Web browser.

Who we are

We are an integral market research and public opinion agency, developing and integrating diverse tools and research techniques in innovative ways. We were the first consulting firm in Argentina to develop a complete online research platform. Finally, our aim is to offer our clients straightforward information for decision making.

Our service

We design, execute and analyze market research projects, including consultancy and training. We offer software solutions for conducting market research via the Internet and call centers.

Clients

| | |
|-----------------------|----------------------|
| 451 | Dalí Producciones |
| Acindar | Disprofarma |
| Actaris Argentina | Farmacity |
| Aerolineas Argentinas | Flint Ink |
| AGA Linde Gas | Hoofdorp |
| Allied Domecq | HSM |
| Fundación Amanecer | John Crane Argentina |
| Ampacet South America | MAPA Virulana |
| Aquigolf | MercadoLibre |
| Arcor | Moderno Bazar |
| Axe | Momentum |
| Banco Mundial | Personal |
| BMC Consultores | Roland Berger |
| Bostón Seguros | Swift |