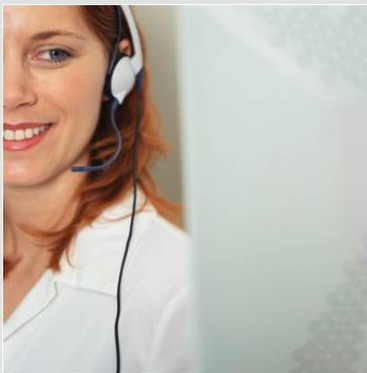


Special points of interest:

- ...Extensive experience / expertise designing and conducting surveys, across all data collection modes.
- ...Success stories with several public and private sector clients
- ...Experience using advanced analytic methods to extract information from survey data.
- ...Vovici product / relationship



ASR Analytics LLC
Specializing in the full spectrum of data collection services.

Quantitative and Qualitative Data Collection

Many different approaches exist for collecting data – from in-depth interviews and focus groups to mail, telephone, and web-based surveys. Choosing the right methodology requires a clear understanding of business objectives, data requirements, and target audience characteristics, as well as an informed assessment of the positive and negative attributes of each method. Tradeoffs must be made to balance the goals of data accuracy and comprehensiveness against the constraints of time and budget.

ASR and Vovici

Survey researchers at ASR Analytics have used several different web survey tools, including Intuit QuickBase, Lotus Notes, Perseus, SAS IntraNet, SurveyMonkey, WebSurveyor, and Zoomerang.

Based on our experience implementing surveys for both public and private sector clients, we have selected Vovici (formerly WebSurveyor) as our survey tool of choice. In our view, Vovici offers a compelling blend of functionality, reliability, and ease of use, which is well suited to our clients' needs.

ASR has an unlimited license with Vovici, which allows us to provide access to Vovici survey tools (including secure hosting services) at no cost to our clients.

Services and Solutions

Survey Research. Surveys are an effective method for collecting consistent, structured data from many people or organizations at once. They can offer new insight into the key characteristics of a population and provide a valuable supplement to an organization's internal data sources. ASR applies proven methodologies to design and manage large scale telephone, mail, and web-based surveys.

Focus Groups. Focus groups, where several representatives are gathered for a group discussion, offer a unique, interactive data collection environment. In-depth, one-on-one interviews are effective in cases where greater privacy allows for greater candor. Both of these techniques can help to identify stakeholder perceptions and key elements of a decision making process, and lay the foundation for quantitative research. ASR has deep expertise in the design and facilitation of focus groups and in-depth interviews.

Statistical Support Services. ASR employs statistical sampling and statistical scoring methodologies to help organizations "do more with less." By identifying particular customers, employees or products that warrant more intensive scrutiny or intervention, these techniques allow our clients to achieve superior results using fewer resources.

ASR Success Stories

Internal Revenue Service, Office of

Procurement: ASR developed a web-based survey to help the IRS measure customer satisfaction and identify key drivers of satisfaction. ASR is supporting the IRS with all aspects of data collection, including questionnaire design, sample selection, survey administration, and data analysis.

National Institutes of Health,

National Cancer Institute: ASR developed a directory of organizations external to the Federal Government that offer funding for cancer research, focused on complementary and alternative medicine. To achieve this goal, ASR conducted telephone interviews and web-based surveys with funding organizations, and used the resulting information to create a searchable database of funding sources.

General Services Administration, Federal Supply Service:

ASR developed and administered an annual survey for GSA, in order to collect information on the use of Multiple Award Schedules and compliance with procurement regulations. The project involved a mixed mode (web and telephone) survey of more than 100,000 Contracting Officers across all agencies in the Federal Government.

Department of Defense, Uniformed Services University of the Health

Sciences (USUHS): ASR is managing all aspects of the USUHS Long Term Career Outcome Study, including survey research, database administration, and analytic application development. Through this study, ASR is helping USUHS to quantify the professional accomplishments of its graduates, determine whether there are predictive relationships between student characteristics and career accomplishments, and compare the outcomes of USUHS graduates to their non-USUHS peers.

For More Information

If you are interested in learning more about ASR's Data Collection solutions please call us, send us an e-mail, or visit our website:

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ASR Analytics LLC (ASR) provides high-end analytic consulting services to clients in the public and private sectors. ASR has deep expertise in the fields of business intelligence, predictive modeling, and data mining – and in the design and development of customized technology tools that support forecasting, simulation analysis, optimization modeling, and data visualization.