Effective Survey Programming: Art or Science?

We think it's both! Good programming does more than ask questions; it accomplishes your research objectives in the most efficient, engaging manner possible. Olson Research's unique blend of talented research industry programmers combined with true web developers work to turn first-time projects into trusted, ongoing relationships. Read on for some real-world examples of how we use the basic principles of collaboration, partnership, and flexibility to make this happen:

Collaboration

In designing their first patient chart study, a client requested a kickoff call with our programming team before finalizing documentation. The client had two goals: to get insight into the best way to display the questions on screen for participants, and to ensure the documentation would communicate those goals to the programming team.

This first project was programmed and launched quickly and efficiently.

Partnership

A return client had very specific functionality that needed to be consistent in every project. The programming team discussed with the client and created a template that would automatically contain the enhancements the client requested, eliminating the need for repeat instruction.

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A new client was looking for an engaging way to design a particular question so the programming team discussed a few ideas with the client to come up with a solution the client called "awesome."

Flexibility

An east/west/international team enables us to program projects around the clock for those occasions where a client needs a fast turnaround. On one occasion, a project that needed 20 programming hours was turned around in 1.5 days.

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A 30-hour project arrived on a Friday afternoon; with weekend work and a programmer in each time zone, the project was delivered to the client on Monday early afternoon.

Contact Olson Research for more information on our unique programming capabilities, or to discuss your particular needs in more detail.