

Sigmer Products Boomerang



*considered IT solutions*



*Web Based E-mail Questionnaire  
Management System*

Boomerang is a cost effective questionnaire management system for businesses and organisations to create and send questionnaires via e-mail. Responses are automatically analysed and results provided, saving vast amounts of time and effort.

**Boomerang allows users to quickly and easily create questionnaires utilising a variety of question/answer formats. At the touch of a button the questionnaire can then be sent to an e-mail list.**

Responses are automatically collated and statistics are developed for each questionnaire, so the user can view instant feedback. The statistics can then be exported to other programmes for further analysis, presentations or reporting activities.

As Boomerang utilises e-mail format, it's much easier for the respondent to reply to the questionnaire as they don't have to link elsewhere on the web or download any further information. This promotes a higher and faster response rate, resulting in increased valuable information.

As a web-based e-mail questionnaire system, Boomerang has significant cost savings over traditional, paper-based questionnaires, and the automatic analysis functionality saves hours of manual data transfer and analysis. See the table below for example time savings:

**A powerful information gathering tool, Boomerang has significant value in multiple core business areas, such as:**

- Sales prospecting
- Customer evaluation
- Marketing research
- Public affairs questionnaires
- Customer relations
- Staff feedback or training evaluations
- Supplier surveys
- Plus many other applications in critical business areas



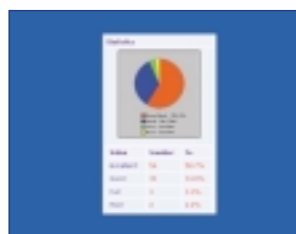
Boomerang User Login Page.



The Boomerang Wizard provides a step-by-step guide to setting up a questionnaire.



Preview your questionnaire before sending at the touch of a button.



Automatic data analysis provides instant results statistics.

## Example Time Saving

### Paper based

Questionnaire production	– 3-10 days
Deployment of paper based questionnaire	– 1-3 days
Return of responses	– 1-3 days
Response analysis	– 3-7 days
<b>Total</b>	<b>– 8-23 days</b>

### Using Boomerang

Questionnaire production	– 1-3 hours
Deployment of questionnaire	- Up to 1 hour
Return of responses	– from 10 minutes – 3 days (results show 95% of responses are received within first 3 days)
Response analysis	– 0 hours
<b>Total</b>	<b>– Up to 1 day</b>



## FAQs

### **Why should I consider using Boomerang?**

If you or your business carry out research and want to obtain that information quickly and easily.

If you want to get the highest response rates possible in the shortest amount of time.

If you don't want to spend hours, or even days, creating questionnaires and analysing the responses. Quite simply, Boomerang provides a better return for your investment.

### **How much time can I save using Boomerang for my questionnaires?**

Boomerang is extremely quick and easy to use and you'll save huge amounts of time. The whole process is quicker, from creating the questionnaire and sending it out, through to getting faster responses and having the analysis automatically provided for you. See our table for an example time saving.

### **Approximately how long does it take to create a questionnaire?**

Literally minutes! Again this depends on how detailed your question and answer options are, but a questionnaire of five average length questions and answers might take approximately 30 minutes to create.

### **Can I brand the questionnaire with my own logo?**

Yes, Boomerang allows you to import your own logo so you can brand your questionnaires accordingly.

### **Can I export the results into Microsoft Excel and Powerpoint?**

Yes, results are exportable to a number of other programmes for further analysis and reporting.

## Product Features

- Real time questionnaire creation
- Multiple answer formats including YES/NO, Multiple Choice – single answer, Multiple Choice – Multiple answer, Free text answer format
- Immediate response capability
- Automatic data analysis updated in real time
- Export statistics to other programmes for further activities
- Log report of all questionnaires deployed
- Opt in/out function

## Business Benefits

- Massive time savings in questionnaire production, deployment and results analysis
- Huge cost savings versus traditional paper based questionnaires
- Faster survey feedback provided by automatic data analysis
- Increased response rates equal more valuable information for your business
- Benefits multiple core business areas, for e.g. sales, marketing and communications, HR, customer relations, operations and procurement
- A more effective and efficient way to gather information

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## Testimonials

**Louise Young, Head of Marketing Communications, British Sky Broadcasting:**

*"Boomerang questionnaire system is easy to use and install. With over 11,000 contact centre staff to communicate with, it will form part of our ongoing communications plan to enable us to collate vital information, as quickly and accurately as possible, to maximise the success of all our contact centre initiatives."*

**Tim Hutchings, Chief Executive, Hertfordshire Chamber of Commerce:**

*"We can now do in hours what used to take weeks. Our response rates have improved dramatically and we are getting valuable information back within hours of asking the questions. Boomerang has opened up a wide range of new opportunities for us to ask about the business needs of our members and will therefore allow us to serve them more effectively."*



**Boomerang is one of a number of products and services from Sigmer Technologies that enables businesses to work more effectively and efficiently. Please contact us to find out how we can help improve your business operation.**