**FACT SHEET**

**Confirmit Survey Designer**

Design Engaging Surveys Quickly and Easily

Corporations conducting Voice of the Customer/Voice of the Employee surveys and Market Researchers often struggle with declining survey response rates and low respondent engagement. To combat those challenges, it is extremely important to create surveys that are fun, engaging, and reduce mid-survey respondent fatigue. To that end, research has shown that generalist market researchers, for example, can spend up to 17% of their total working time designing and programming surveys. With these factors in mind, it is imperative that survey designers have the tools they need to create highly engaging surveys, quickly and easily.

**What is Confirmit Survey Designer?**

With Confirmit Survey Designer, you can leverage a huge range of features to increase response rates, including dozens of innovative question types, multimedia clips, and a powerful array of feedback methods, all designed to engage your audiences and capture the insights you need.

Click on the image below to watch the demo
Leveraging this powerful, yet easy-to-use working environment, you have the ability to author a survey once, then deploy it across multiple channels – including email, web, CAPI, telephone, mobile, and paper. This ensures the most efficient use of your time while maximising your results.

Additionally, Confirmit makes it easy for you to monitor survey performance with our at-a-glance survey key metrics dashboard. With this tool, survey designers can easily see how well their survey is performing in real-time.

How Can Survey Designer Help My Business?

Confirmit’s easy-to-use yet advanced survey design capabilities enable you to create highly sophisticated surveys to support your Voice of the Customer, Voice of the Employee, and Market Research programmes. The intuitive user interface makes designing engaging surveys quick and easy, saving survey designers hours of work and frustration.

- Easily create engaging surveys
- Reduce respondent drop-off
- Save time and deploying surveys faster
- Reduce costs through improved productivity

About Confirmit


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