IdSurvey is a powerful tool to design, distribute and analyse surveys.

One of IdSurvey characteristics is the ability to collect data via telephone, web, face-to-face or mixed mode, all in the same survey.

Designed in Italy and distributed worldwide, IdSurvey offers innovative solutions to ease designing procedures of the most complex questionnaires. The user-friendly interface and the tool flexibility make IdSurvey the preferred software of research professionals.
Designing questionnaires in IdSurvey is extremely easy. You don’t need any programming skill and no installation is required. Simply open up your browser and choose from endless questions combinations.

Rating, slider and drag&drop questions will make your questionnaire immediate and enjoyable. Using IdCode and all IdSurvey advanced tools you can easily create even the most complex questionnaires. That’s one of the many reasons why IdSurvey is the preferred solution by many professionals.
Endless questions combinations

IdSurvey has more than 50 question types that you can combine as you like. You’ll always find the perfect solution for any of your questionnaires. Every question is automatically optimized using smart display that perfectly adapts layouts to any device.

Questions
IdSurvey has multiple types of simple question, matrix or 3D matrix. You can start with pre-set ones or mix different answers in one question. Rating, Slider and Drag&Drop make questionnaires easier and more enjoyable.

Rules
IdSurvey has an incredible system of rules and options to control any item of the questionnaire and interview flow. You can set rules on any answer and question. You can also use math logic, formulas and complex rules.

Customizations
Do you need a customized question? No problem! Use IdSurvey advanced tools to customize any item of the questionnaire. Using ClientScript you can create new questions and with CSS you can completely change the look of it.
Endless questions combinations

- **Single select**
  Select one only answer (Radio button).

- **Multiple choice**
  Select one or more answers (Checkbox).

- **Text**
  Insert short text answer (Input field).

- **Number**
  Insert whole or decimal numbers.

- **Textarea**
  Insert answer longer than a sentence.

- **Drop-down**
  Select one answer from the drop-down.

- **Date**
  Select a date with the calendar.

- **Slider**
  Move the pointer and pick a value.

- **Comparative slider**
  Pick what and how much you prefer.

- **Rating**
  Collect answers based on a rating.

- **Like**
  Express a preference with like.

- **Smile**
  Collect feedback in a fun way.

- **Drag & Drop Ranking**
  Drag answers in a ranking.

- **Autocomplete**
  Start typing and select your answer.

- **Take photo**
  Take a photo as an answer.

- **Upload photo**
  Upload a photo from the gallery.

- **Descriptive text**
  Insert customized text.

- **Regex**
  Use any regular expression.

- **Audio**
  Insert an audio file and ask for a feedback.

- **Video**
  Insert a video and ask for a feedback.

- **Exclusive**
  If selected, it disables all other options.

- **GPS**
  Save CAPI device location.

- **Matrix**
  Use matrix questions with your preferred options.

- **3D Matrix**
  Insert more answers in a single cell.
Tool for complete control.

- **Restrictions**: Insert any type of rule to validate text or numerical answers.
- **Answer limit**: Set minimum and maximum answers for a question.
- **Quotas**: Set quotas to collect interviews of your statistical sample.
- **Text Piping**: Display an answer, a respondent information or a variable on screen.
- **Piping**: Use answers or contact fields to change interview flow.
- **Random**: Set random order on pages, sections, groups, questions or answers.
- **Update contact**: Automatically update a contact field according to one or more answers.
- **Out of target**: Set the out of target in answers that determine the screen out.
- **Autocorrect**: An answer can edit the value of a previous one.
- **Client Script**: Set CSS style of JavaScript code within a page.
- **Groups and Sections**: Group pages or questions to easily design complex questionnaires.
- **Show or Hide**: Display a question or answer just in specific conditions.
Complete control with these tools

- **Descriptive text**
  Insert a text to introduce a section or add extra instructions for the interviewer.

- **Header**
  Insert an header in a page or group of questions.

- **Control question**
  Set a control question to verify answers coherence.

- **Optional answer**
  Decide if the question has a mandatory or optional answer.

- **Not sequential**
  The page is displayed only if directly called by a skip condition.

- **More questions in a page**
  Insert more questions in a page to make questionnaire compiling faster.

- **WYSIWYG Editor**
  All text editors display content as during the real interview.

- **Logic control**
  Check display conditions and skip syntax.
Advanced tools loved by professionals

IdSurvey advanced tools combine the easiness of the interface with the power of the engine. This gives you endless possibilities to create your questionnaire with no need of programming language knowledge or skills.

- **IdCode**
  Design your questionnaire with the extremely intuitive GUI and the super fast IdCode, with no need of programming skills. IdCode works side by side with the GUI so you can use them at the same time and you can quickly learn the correct syntax.

- **Variables**
  Create endless variable to associate to respondents or to the interview to use dynamic rules or simply to collect extra data. Variables can be used to dynamically edit the interview flow or to be displayed as piped text.

- **FlowScript**
  FlowScript is a powerful tool to quickly design complex rules. You can use it to create loops, to update or create complex variables or to interact with other surveys or third party tools.
With IdSurvey you can collect data via telephone, web or face to face. You can mix multiple methodologies in the same survey with one click.

With CATI, CAWI and CAPI methodologies all integrated, IdSurvey offers an amazing flexibility to distribute your survey. You can decide best strategy for any of your survey.
Click to dial and predictive dialing

With Click to Dial you can quickly call respondents with one click, no need to manually dial the number. You can also activate Predictive Dialing function eliminating time interviewers spend to search for available contacts and duplicating their productivity.

Appointments

Interviewers can easily manage standard or reserved appointments. The administrator can set rules and re-assign appointments for a better management of the call center.

Mixed mode

With Mixed Mode you can combine telephone, web and face to face interviews. For example, you can start the interview by phone and then the respondent complete it via web.

Collect via CATI

Simpler, faster, better.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviewers statistics</td>
<td>Monitor interviewers activity and productivity.</td>
</tr>
<tr>
<td>Call outcomes</td>
<td>Set rules for each call outcome.</td>
</tr>
<tr>
<td>Interviewer rules</td>
<td>Decide respondents each interviewer will display.</td>
</tr>
<tr>
<td>Introduction text</td>
<td>Add a dynamic introduction for interviewers to read.</td>
</tr>
<tr>
<td>Time zone</td>
<td>Smart management of respondents time zone.</td>
</tr>
<tr>
<td>Spare sample</td>
<td>Set a spare contact for each respondent.</td>
</tr>
<tr>
<td>Interviewer management</td>
<td>Easily manage groups and single interviewers.</td>
</tr>
<tr>
<td>OutBound and InBound</td>
<td>Manage inbound and outbound calls.</td>
</tr>
<tr>
<td>Web based</td>
<td>Intuitive interface you can enter with a simple browser.</td>
</tr>
</tbody>
</table>
Collect via CAWI

Themes and branding

Choose one of the amazing themes we have, set your options and upload a logo. You can customize your questionnaire in a few clicks. With Smart Display the interview is perfectly displayed in any device.

Email Sender

A powerful tool to send emails integrated in IdSurvey. Create your campaign of email invites, set reminders and monitor statistics. With Smart campaigns you can automatically optimize quota completion.

Share

Share the link in a web page or on Facebook. You can also generate new links or new sharing tracking each interview source. With IdSurvey Social API no interview will ever be anonymous.
Identified or anonymous
Send links to a list of respondents or collect anonymous interviews.

Mixed mode
Mix multiple methodologies in the same survey. Web, telephone or face to face.

Smart display
Interview layout automatically adapts to any screen.

Text Piping
Use Text Piping to dynamically insert name or data of the respondent.

Video audio and media
Enrich questions with images, video, audio and files to download.

Panel integration
Integrate the survey in a few clicks with third party panels.

Email statistics
Monitor statistics and outcomes of emails sent with Email Sender.

Customized texts
Customize texts at the beginning, at the end, out of target, help and privacy.

CSS
Customize the interface and questionnaire colors with CSS styles.
Wi-Fi or data sometimes may not be available, even in this Internet era. IdSurvey CAPI app collects data on field in offline mode too. Interviewers can synchronize collected data later on, when they have an internet connection. The app is available for iOS, Android and Windows.

Collect data wherever you are - no internet connection

Wi-Fi or data sometimes may not be available, even in this Internet era. IdSurvey CAPI app collects data on field in offline mode too. Interviewers can synchronize collected data later on, when they have an internet connection. The app is available for iOS, Android and Windows.

Smart display

Optimize grid display when the screen dimension is limited. Each row is displayed as a separate question.

Mixed mode

Using Mixed Mode you can combine face to face interviews to telephone or web ones. For example, you can interview face to face respondents who didn’t answer to your web invitation.
Identified or anonymous
Distribute to a list of respondents or collect anonymous interviews.

Video audio and media
Enrich questions with images, video, audio and files to display.

GPS
Save interviewer location on any interview collected.

Text Piping
Use Text Piping to dynamically insert respondent’s name or other information.

Take photo
Ask interviewers to take a photo as a questionnaire answer.

Manage interviewers
Manage and assign lists of respondents to CAPI interviewers.

Upload a photo
Ask interviewers to upload a photo from the device gallery.

Customized interview
Interview flow dynamically changes according to respondents data.

Suspend the interview
The interviewer can suspend the interview and resume it later on.

Simpler, faster, better.
Mystery Shopping Ready

Not just interviews. IdSurvey CAPI for Mystery Shopping.

You can use IdSurvey CAPI for your Mystery Shopping activities. Mystery Shopping is an activity used by big organizations to check on service quality, customers satisfaction or product quality on their commercial network using fake customers to evaluate any aspect of their stores. This methodology is crucial to collect important information and it’s considered to be essential to keep quality standards high.

The fake customer can quietly complete the questionnaire using a smartphone or a tablet and take pictures to verify products display or rate service quality adding notes to any aspect they have evaluate.

IdSurvey CAPI is the perfect tool to manage mystery shopping and to collect and analyze data.
Analyze and display results in real time. All information collected are immediately available for statistical analysis and reporting.

You can use graphs and data sheet or export data in Excel, SPSS, Triple-S, CSV and Microsoft Access.
Real time data
All data are available in real time.

SPSS Label
Set a label in any question to export SPSS labels file.

Bivariate Analysis
Cross two questions to analyze their relation.

Export data
Export data in the desired format or export the entire database in Access format.

Partial interviews
For a detailed analysis you can also export all partial interviews.

Open end analysis
Encode open ended answers and easily analyze data.

Automate export
Plan automatic exportation of data: every hour or whenever you want.

Download complete DB
Export complete DB in Microsoft Access format, including interviewers activity and outcomes.

Export labels
You can export results of questions and answers as codes or as text.

Open end analysis
Encode open ended answers and easily analyze data.

Partial interviews
For a detailed analysis you can also export all partial interviews.

Export data
Export data in the desired format or export the entire database in Access format.
IdSurvey has flexible licenses to adapt to big, medium and small firms. For this reason there’s no hidden costs: you only pay for CAWI and CAPI interviews and CATI agents licenses you want to purchase according to your activity dimensions.

Free Admin
Every IdSurvey setup includes 3 free concurrent logins in the Admin interface. This means that up to 3 simultaneous users can log in, independently of the number of your collaborators. You can expand this setting to 10 or unlimited logins.

Free OnCloud
IdSurvey doesn’t need an installation. You can enter from any computer connect to internet. No cost for space used, no cost for updates, you only pay CAWI and CAPI interviews and licenses for telephone interviewers.

No limitations
And there’s no limitation in number of questions and answers you can use. Work stress free with no worries for long or complex questionnaires. You always know your costs depending on your company needs.
CATI licenses

You can buy licenses for CATI telephone module for unlimited time or rent licenses according to your project duration. In any case data collection is unlimited. Also, sometimes you may need to activate extra temporary licenses. For this reason we added to our offer the super flexible Daily Tokens.

**Purchase**
Buy interviewer licenses to use them forever. You’ll pay a small annual contribution for maintenance and updates, for as long as you need it.

**Rent**
Rent annual interviewer licenses and work with IdSurvey with no restrictions: updates and OnCloud service are included in the price.

**Daily tokens**
If you need to increase number of interviewers for a short period of time, you can buy Daily Tokens. Tokens credit is deducted just after the actual use.
CAWI and CAPI licenses

You can use web and face to face modules with prepaid packs. Prepaid interviews packs are flexible and they guarantee the best solution for your requirements. Discount brackets of CAWI and CAPI interviews ensure best prices even for small purchase. The discount is calculated on the entire amount of interviews purchased in the last 12 months. And you only pay by complete!

First purchase
50,000 Interviews
Discount calculated on
50,000

Second purchase
1,000 Interviews
Discount calculated on
51,000

Third purchase
50,000 Interviews
Discount calculated on
101,000
OnCloud pros

IdSurvey OnCloud infrastructure offers an high efficiency and security with its advanced system of load balancing.

- **SSL Security**
  Safe connections with https protocol.

- **Redundant servers**
  Advanced balancing system of ARR load.

- **Backup**
  Daily backup saved for 12 months.

- **No hardware costs**
  No costs for the infrastructure and maintenance of the server.

- **Storage**
  SQL Server connected to NFS on redundant Full-SSD Datastore.

- **Up-time**
  Up-time service 99,99%, Up-time storage 99,999999999%.
Decicate Cloud and OnSite

If your organization has specific requirements or if you need to autonomously manage servers, choose between Dedicated Cloud and OnSite.

**Dedicated Cloud**
If requested, we can install IdSurvey on dedicated Cloud with uninterrupted log of activities and logins. You can set a higher backup frequency and special Service Level Agreement. You can also request a direct access on IdSurvey MS SQL database.

**OnSite**
If requested, we can install IdSurvey on customer’s server for a complete management of the infrastructure and Microsoft SQL database. IdSurvey is distributed as configured virtual machine ready to be launched. Supported systems are VmWare and Citrix.
Support

Our support team is ready to help you, all day, every day.

Buying IdSurvey you meet a team of professionals that can train you to use the software and guide you to design and program complex surveys.

**Professional support**
The support team is highly qualified and we can lead you through designing of the most complex questionnaires.

**Training and starting up**
Choose between standard and advanced training. In a few hours, your team will be able to unveil all IdSurvey potential.

**Help Desk support 24/7**
Using your ticket area you can request 7/7 and 24/24 assistance. One of our experts will answer you back shortly.

**Guide and papers**
IdSurvey has an online guide for all features of the software so you can easily discover all tools.

**Knowledge base**
Enter the knowledge base to discover all solutions and strategies to set up and design questionnaires.

**Advanced support and customizations**
Do you have to design a complex survey? Request customizations or advanced support.
Some testimonials

IdSurvey is the most advanced solution to design, distribute and manage your surveys. Our goal has always been to offer smart solutions to complex issues in professional research. For this reason IdSurvey is the most loved software by professionals all over the world.