

Star Data's Scanning Services



Star Data's scanning services provide the most advanced, versatile and proven scanning and data entry system available today. Star Data offers you the benefit of true "one-stop" capability for all of your survey needs. Our services include:



- Questionnaire consulting and formatting for scanning
- Data processing
- Return postage and check-in services
- Data entry, checking and cleaning
- Data output in formats to meet your needs
- Software and data ready for desktop analysis
- Survey tabulation
- Friendly and knowledgeable staff

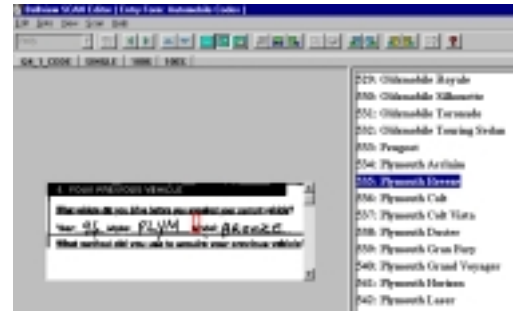
Star Data scanning services allows tremendous flexibility in questionnaire design and printing. You can create your own form in any word processor or design package and print on plain copy paper. This means no more ugly track marks down the side of your survey and huge savings in printing costs!

Advantages to Star Data scanning services:

- Faster, more accurate data capture - 99.9% accuracy
- Extreme flexibility in Questionnaire Design means better response rates and more professional appearance to your survey
- Design the survey in your own software package - No need for ugly markings
- Questionnaires can be printed "normally" - No need for expensive special printing
- Eliminates the problems associated with traditional key-entry
- Duplex printing (front and back)
- Multi-page, booklet and odd paper size is not a problem

Open-End Coding

Star Data Systems provides coding of your open-ended data. We will work with you to develop a code list or you can provide one to us. Unlike most service bureaus, our on-screen coding and code list development are built right into the scanning software which means your data is never compromised.



Open-End Verbatim Reports

There are times when you want to see exactly what the respondent wrote to a particular question. Star Data will provide you with the respondent's typed verbatims in a Microsoft Word document or in another format of your choosing. In addition, we can include any of the demographic variables as part of the comment.

Open-End Image Reports



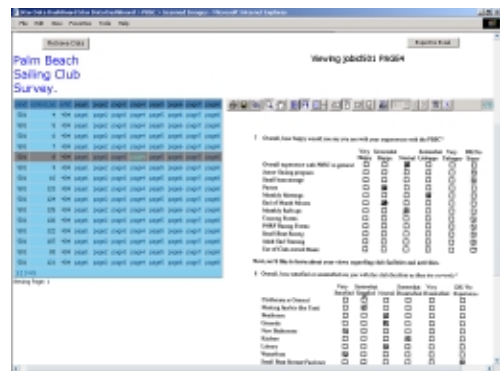
Data entry of open-ends can be very expensive and time consuming. Star Data Systems offers a unique open-end image report as a low cost alternative. We will provide you with the verbatim responses as graphic images. This allows you to see exactly what respondents have written and gives the research a far more real and qualitative feel, providing added value for you and your clients.

Dashboard Services Improve Customer Satisfaction

Star Data Systems exclusive online Dashboard is perfect for customer satisfaction surveys. Rather than simply showing overall satisfaction and survey results, you can view scanned images and recordings of the actual questionnaires sorted and filtered by category of complaint. We flag the customer complaints so that you and your regional managers or dealers are notified immediately when problems occur. Customers can be contacted in a timely manner and their problems resolved before they become major issues.

Other features of the dashboard include:

- Sort and filter on different categories
- Box-scores of key satisfaction measures on a real-time basis
- View scanned images and Web pdf surveys
- Provide immediate results to regional managers, dealers and their offices
- Each region sees only their results compared to the overall company
- Custom programming as needed



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