

PROGRAMMING DONE RIGHT

Work with an industry trained programming team that truly delivers a quality product, every single research study.

With significant experience under their belts, the Quest programming team uses the 'Decipher' platform to code a seamless research study for your B2B and B2C ad-hoc or tracker. Simply hand over your questionnaire and we can efficiently program the most complex logic sequences and will not rest until you are satisfied with the results.

We know that surveys differ in formats, question types, the use of max diffs or computing grades and more, so we work closely with your team to fully understand your objectives before your study enters field.

How do we ensure that every study is 100% complete before it is sampled?

Your questionnaire is read by at least two qualified programmers that meet an established procedure before the coding process begins.

The Project Managers on our team also ensure that any questions are asked of and clarified by our clients prior to the start of a project.

Your study's timelines are important.

The experience of our programmers means that we can estimate the time that is needed for completion and our excellent Project Management team will work closely to align our expectations with yours.

One detailed project LOG, coming up!

The Quest Project LOG is a tried and tested method ensuring that all criteria for your unique segments are met. This includes Logic checks, visual checks, data checks, quota checks and anything else.

With a dedicated Quality Testing team, you can be sure your study meets your criteria before you receive it.

Avoid small mistakes or even gigantic logic ones by having your survey scrutinized from all angles by the Quest Mindshare team.



Timing matters.

Our Programming team is a group of excellent communicators that form an extension of your team. We will update you on progress and set realistic timelines that meet your expectations.



Survey Programming Techniques

- A range of easy to complex survey logic sequences
- Standard question skips, rotations and/or branching patterns
- Text piping
- Rotational attribute or random attribute appearance
- Random block rotations of question/concept groups, etc.
- Hidden skip logic, variable piping, etc.
- Random or systematic rotation
- Single-response and multi-response controls
- Numerical and mathematical checks, piping