



IBM Everybody's talking about you. But what are they *really* thinking?

Customers, prospects, employees, suppliers and competitors all seem to have plenty to say about you – and plenty of places to say it. But how can that feedback help you make smarter business decisions?

IBM SPSS Data Collection lets you take control of it all.

You get a suite of tools that make it fast and easy to conduct your own research and combine your results with social media comments.

- Authoring
- Interviewing
- Analysis
- Reporting

Get the answers you need from your respondents.

- Reach people via multiple channels and in virtually any language with a single survey.
- An intuitive interface speeds the process – so you get your answers faster.

Give the people in your organization the answers they need.

Create your survey quickly, and make it easy to follow – which can increase completion rates and cut costs.

Aggregate ALL your data – numbers, words or both.

- We now see more than 400 million tweets per day. See the entire picture – with input from both survey and social media research.
- And there are now over 2.8 billion social media profiles online. Combine your quantitative data with the free-text feedback you get from social media – all in one place.

Gain the insights you need to develop a competitive edge.

Advanced analytics and interactive cross-tabs make it easy to see patterns in your data. Professional, interactive reports get the right information to the right people at the right time.

Which means a quicker response to customer needs and a more immediate payoff.

A success story

IBM SPSS for Data Collection helped a medical clinic in Australia achieve:

- 75% decrease in the time spent on survey management, helping staff focus more on research and patient care.
- 89% drop in questionnaire costs – because printing and postal costs associated with older paper questionnaires have been all but eliminated.
- 60 – 85% increase in participation rates for post-treatment follow-up surveys.



Start thinking about what's next

Understanding what people think now is great. But in today's fast-paced world, being able to see what they're likely to think and do next can be even more important. With IBM SPSS Data Collection, you can take advantage of predictive analytics to move quickly and keep up with friends as they happen.

See for yourself how IBM SPSS Data Collection, along with IBM's other predictive and business intelligence capabilities, can help you learn what people are really thinking, while there's still time to respond – and gain a competitive edge – today by visiting:

ibm.co/SPSSDataCollection

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