



# Radio Web Network

*Leading the Industry in Customer Revenue Enhancement*



## RWN Surveys

### Radio Station Need

I want to query my customers and prospects with regards to their views on issues relating to our organization, their views on our products and services, and their future requirements, etc.

### RWN Solution

RWN Survey enables you to quickly build professional looking online surveys that can be sent via email or loaded as a link on a web page. Your customers and prospects will be presented the questions that can be answered online. The results from completed surveys are tabulated for use by your organization.

### RWN Survey Product Description

Simple to highly involved surveys can be created including multiple choices questions, rankings, matrix questions, fill in the blank and/or conditional questions. RWN Survey tabulates all the answers and presents the data in graphical and statistical tables. Raw data can be exported to excel if desired. RWN Survey administrators can view actual data by submitter as well as summary information.

Multiple surveys can be managed at one time. Typically, a survey administrator will develop multiple surveys for use throughout the year. Surveys are managed from one screen that allows the administrator to select and work with a specific survey. The administrator can limit survey participation by date or by individual so that you always know who and when your surveys are being taken.

Once you have your questions and graphics, it will take you only a short time to create a new survey. You can create a new survey by copying an existing survey and making changes or you can create a survey from scratch. Either way, the typical survey can be created in just a short time.

### Typical uses of RWN Surveys

- Customer satisfaction
- New product introductions
- Customer demographic data capture
- Employee surveys
- Customer reaction to events

### Costs

One time setup costs are \$300. Custom development is available on an hourly rate for graphics or if you want to embed the RWN Surveys process into your website. Service and support for RWN Surveys is \$50/month/User ID with a minimum 12-month commitment.