

## Mini Web Survey

Mini Web Survey (MWS) is a simple web tool (software) for measuring the attitudes and opinions of employees and customers and for measuring knowledge - it includes a space for open-ended questions, monitoring of the development of knowledge, and identification of weak spots in the team.

### Why use Mini Web Survey?

- ~ to measure – opinions, attitudes, knowledge, and to obtain anonymous feedback from interviewees
- ~ MWS is a tool that allows you to continuously measure the achieved milestones and project outputs
- ~ you will get specific facts for decision-making, preventing you from making decisions on the basis of assumptions and impressions
- ~ measuring the attitudes of customers and employees is now a standard marketing tool
- ~ MWS is a quick, inexpensive tool compared to the large complex surveys, providing an instant automatic evaluation
- ~ the organization and preparation of the survey is very simple, without complicated administration
- ~ our MWS includes prepared model questionnaires certified by practice
- ~ We can tailor MWS directly to the needs of a specific company
- ~ repeating and comparing surveys and results is very easy
- ~ it can be used to measure qualitative indicators (objective measurement of subjectivity)

### Mini Web Survey Types

#### Analysis of the attitudes of customers

- ~ analysis of loyal customers
- ~ analysis of key customers
- ~ analysis of potential customers
- ~ evaluation of the campaign per customer

#### Analysis of the attitudes of employees

- ~ analysis of corporate culture, understanding of the mission, vision and goals of the company
- ~ evaluation of cooperation among departments in the company
- ~ assessment of the work of the superior manager
- ~ assessment of attitudes to one's own work

#### Price

- ~ basic analysis - CZK 20,000 (up to 200 participants)
- ~ annual licence - CZK 60,000 (the licence includes environment
- ~ and training on the part of the customer)

#### Terms and Conditions

- ~ All prices are listed without VAT.
- ~ The invoice is payable within 14 days from issuance.