

CASE STUDY

Nonprofit Market Research Organization Speeds Data Extraction from Surveys

Each year, TDEC compiles responses from a 30-page 1,800-question survey into a reportable format with 99.9% accuracy.

Challenge: For nearly 20 years, this nonprofit market research and product testing organization annually surveyed 1,300 single and multi-family home builders on products and materials used in their construction projects. The data captured from these surveys is aggregated and used by product manufacturers as “the foundation for research and analysis that determines what products to develop and what products to scrap.” Manufacturers are looking for a lot of data so the organization created a 30 page survey with 1,800 questions.

Compiling the data from even one completed survey is labor-intensive and the organization wanted the data quickly so a solution was needed to capture the survey data into a reportable format ready for analysis.

Solution & Results: In 2013, the research organization turned to TDEC to provide data entry and data perfection services, scalable to meet the fluctuating demand of incoming completed surveys. As part of these services, each year, TDEC creates a proprietary data model template based on the current year’s survey. To date, more than 3 million keystrokes have been entered by TDEC staff with 99.9% accuracy.