

Alterian Managed Services Consultancy

Data Capture Forms and Surveys

Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centre. In addition to hosting the solution, we provide a number of hosted services delivered by the Managed Services Consultancy team.



One of Alterian's solutions is Dynamic Messenger – a top tier Email Service Platform – which facilitates development of data capture forms and online surveys. Alterian Managed Services can develop and deploy forms and surveys on your behalf.

Data Capture Forms and Surveys

Engagement:	Requirements gathering and specification onsite or via a conference call, offsite development
Solutions:	Dynamic Messenger
Deliverables:	Specification, Data Capture template created feeding information directly into Dynamic Messenger

Information drives effective marketing. The more relevant the information you gather the greater your ability to engage with your audience. But there are some key considerations when trying to collect information from your customers:

- Make data collection easy - The easier it is the more you will gather
- Validate data as you collect – Poor data is costly and can even be damaging to your campaigns
- Actively use the data you collect – React quickly to the information collected and use it to personalise future communications

Using Dynamic Messenger to collect data can help you address each of these issues.

"Examining and fine tuning your customer data capture processes is one of the quickest of quick wins in the arsenal of weapons at your disposal to improve overall web site ROI"

– Ashley Friedlein CEO Econsultancy

- Ease data collection by
 - Pre-populating your forms with any current data you already hold
 - Tailor forms to focus only on relevant information capture
 - Provide immediate incentive e.g. access to marketing offers, vouchers or discount codes
 - Link to personalised campaign pages
- Validation of data
 - Validate the data as it is added
 - Request confirmation on the data when added
 - No handwriting issues
- Positive Reaction to data collection
 - Setup automated feeds to pull the data directly into actionable lists within our systems
 - Automate 'Welcome' campaigns to react positively to the data collected in a timely manner

Data Capture Forms and Survey Services

Alterian Managed Services can help you develop your data collection campaign. We'll concentrate on delivering the technical elements of data collection, developing forms, verification, data flows and automated campaigns, leaving you to concentrate on the strategy, design, copy and branding.

Forms generated within Dynamic Messenger are able to serve relevant dynamic content on any data capture page, allowing you to personalise images and copy. You can also personalise questions based on previous answers given or data already held within Dynamic Messenger.

And you don't need to worry about hosting or convoluted data feeds as the forms and surveys are hosted and stored on our Dynamic Messenger servers.

Engaging the customer cultivates brand loyalty, which increases response rates and ultimately sales. The effective use of data in this manner ensures that you deliver campaigns that will engage the recipients with the products or services you are offering.

Further Information

To find out more about how Alterian can help with the creation of Data Capture Forms and online surveys please contact the Managed Services team or your Partner Development Manager. Alternatively, you can send an email to MSC@alterian.com with a request for someone to contact you.