



**Electronic Market Surveys**  
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*“The QS-1000 is the best management tool available.”*

Kaiser Permanente  
 Fremont, California

Electronic Market Surveys manufactures the best survey data acquisition tool for market research available today. The Electronic Survey Systems from EMS are fast, comprehensive in scope, and inexpensive.

Either of the “Quick Survey” series (QS-1000 or QS-2000) has proven to be a faster, better & more cost-effective way to monitor attitudes, opinions, key trends, preferences and satisfaction levels of your customers, patients and staff.

While utilizing the QS series for analysis of your customers and patients could be its primary function, it is also a valuable tool for your human resource department for evaluating management, benefits, training and many of the same company attributes being measured by the customers.

**No phone calls at home**  
**No more cumbersome paper & pencil surveys**  
**No gifts for information are necessary**

## Our Services

**Periodic Rental**—A very large segment of our customer base finds it necessary to gather information only on an occasional basis. We accommodate them by offering short-term rentals - monthly, or for the event period. This is particularly useful for conducting research at trade shows, other special events, or perhaps an annual company review of and by your own personnel.

### [How It Works](#)

1. Tell us what you want to know (fax questions to us)
2. We'll program the survey units and send them to you
3. You gather information using the QS-1000 or 2000
4. Send the units back and we'll retrieve the data
5. EMS will send you a report within hours of receiving the units

**Annual License**—Some companies prefer to utilize our system on their own. This enables you to construct your own questionnaires, upload them to the QS units and gather market information as often as you wish. In this case, EMS will license survey units with software for an annual fee.

**Complete Research Service**—Tell us what you want to know or accomplish and we will deliver a complete reporting package with analysis. We work with many industry-specific “partners” that will develop the surveys and survey strategy to facilitate meeting your goal(s) successfully.

Our customer base ranges from hospitality to airlines, manufacturers, hospitals, retail stores, shopping malls and more. The units from EMS are in use today in the US, Canada, Mexico, South America, Europe, Russia, and Japan. If you will let your imagination take hold, you will discover endless uses for either QS system in your company.

## HealthCare

Accurate Medical  
 Ashford Presbyterian Comm. Hosp.  
 Avia Health Care  
 Baptist Medical Center  
 California Medical Center  
 Care Medical  
 Consultec  
 Cottonwood Hospital  
 Dameron Hospital  
 Desert Valley Hospital  
 DLT Home Oxygen  
 El Hospital Auxilio Mutuo  
 Emcare  
 Fremont-Rideout Health Group  
 Garden Grove Hospital  
 Harbor-UCLA Medial Center  
 Home Patient Services  
 Hospital Comunitario  
 Kaiser Permanente  
 Kelsey Memorial Hospital  
 Little Company of Mary Hospital  
 Lompoc Regional Health System  
 Mother Frances Hospital  
 Patient Insight Group  
 Pioneer's Memorial Hospital  
 Rockford Health System  
 St. John's Hospital  
 St. Jude Medical Center  
 St. Vincent's  
 Health Care System  
 Sutter Medical Foundation  
 Total Care Home Health  
 USC Norris Cancer Center  
 Veteran's Administration Hospital

## Foodservice

Benihana  
Brew Moon  
Brookfield's  
Bugaboo Creek Steak House  
Caesar's Pizza  
California Pizza Kitchen  
Crow's Nest  
Frontier Enterprises  
Happy Joe's  
Hooter's  
Hot-Dog-on-a-Stick  
Kahunaville  
Little Caesars  
Longhorn Steak  
Margueritaville  
McDonald's  
(some franchisees)  
Pepsico  
Pizza Roma  
Quadrant  
Rare Hospitality  
Rudy's Country Store  
& Bar-B-Que  
Senor Frog's  
Shadowbrook Restaurant  
Texas Road House  
Turtle Creek  
Woodson's All Star Grille  
World Wraps  
Xela Enterprises (Arturo's)

## Other Users

Bob Benson Acura  
BOC Gas Company  
British Royal Mail  
Federal Aviation Administration  
Fitness Foods  
Ford Motor Company  
Granton Marketing  
Nolan MarketResearch  
Heller Ehrman White & McAuliffe  
Hutchinson Personnel  
ITT Sheraton  
JC Consulting  
Kelley AFB  
Kuchar and Associates  
Morris & Fellows  
NADW  
National Grocers  
Northwest Airlines  
Peryam & Kroll  
Royal Mail of Great Britain  
SEMCO  
Textile Rental Services of America  
US Marin Corps  
Volunteers Park, Inc.

## Reports

Our standard report, ready within seconds of data retrieval, provides you with a quick "snapshot" of your successes & challenges. It includes frequency counts for each response choice, totals per question, percentages, as well as mean, median, and standard deviation, where applicable.

The reports included in our Complete Survey Service are as varied as our customers. They would include a full compliment of cross-tabs, RDI tables, charts, graphs, etc. The report variance and the analysis are defined in advance and approved by you and your team...no surprises.

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## Why We're Unique

The QS-Survey System measures opinions at the point-of-sale or service, not days, weeks or months later.

The reason we're able to assure the success of your data gathering efforts at the point-of-service/sale is the extensive use of our handheld survey response units, the QS-1000 and QS-2000.

Then, at the end of the survey period, the data set is sent to our computer, and reports are generated, ready for analysis. Faster-Better-Less Expensive

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## Useable Information

From initial customer and market research all the way through tactical program formulation, numbers drive the processes that lead us to:

**Profiles** - Geographic, demographic and economic information that allows you to better understand the segmentation of your customer base. Zip code tracking provides a means of identifying geographic trade area boundaries and can aid in location strategies for multi-branch markets.

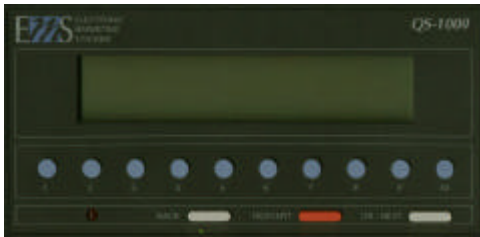
**Patterns** - An understanding of behavioral issues such as recency & frequency of visits, transaction purpose, business vs. personal purposes, Internet usage, competitive usage patterns, etc. All of which can be linked to the Profile information via an extensive cross-tab analysis.

**Preferences & Performance** - Evaluation and perceptions of service and product satisfaction plus additional amenities and services that would help your business adjust its packaging of products/services. The quality measurement of current services/products and insight into services or products desired will enable you to guide your growth.

**Projections** - By comparing profile information with trade area profile information, you can identify your relative strengths and weaknesses at drawing customers from key age, income, geographic, etc. segments. The system also allows you to identify quantitatively who your best customers are...and to shift marketing and operations to maximize appeal and revenues to the appropriate segments.

*Aren't they beautiful? You can probably guess why our customers refer to them as the Black Boxes. We'll agree they aren't the sexiest product available, but our goal was to have the best survey tool imaginable. And, we did it! They will accommodate almost all of your survey needs, and they just keep going and going. Others are prettier, but these are work-horses.*

*If the data you collect is unimportant, use something else. But, if you have serious research needs, look to the Black Boxes*



### QS-1000

Replaceable

Yes

Yes

Yes

Yes

Yes

Yes

80 questions

149 characters

Yes

1.5 pounds approx.

Yes

4x40 backlit LCD display

Approx 2,500 (varies w/length)

Yes

**Battery operated**

**Sleep mode to conserve batteries**

**Backup battery for data**

**Windows based software**

**User-defined question format**

**Multi-lingual**

**Branching logic**

**Survey Length**

**Question and answer length**

**Data export to ASCII file**

**Weight**

**Serial communications port**

**Display**

**Storage Capacity**

**Instant reports**



### QS-2000

Rechargeable

Yes

Yes

Yes

Yes

Yes

Yes

250 questions

Unlimited (almost)

Yes

1.75 pounds approx.

Yes

Backlit graphics display

Huge (you can't do it)

Yes

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