Ugam Research Launches EnRAPTURE –

Contributed by Ugam Solutions
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Online surveys become more engaging, exciting and easier

Ugam Research Solutions, a leading global provider of market research operations solutions, has launched â€˜EnRAPTUREâ€™, a game changing solution that enables researchers to easily build visually immersive, interactive and engaging online surveys that participants would love to participate in.

EnRAPTURE (Engaging Respondents Active Participation Through the Use of Rich Elements) which is available as an app within Confirmit will be unveiled at the Confirmit Community Conference being held at Las Vegas, USA from May 9-11th, 2011.

With EnRAPTURE, you can say goodbye to regular online surveys that have screen after screen of monotonous html radio buttons, check-boxes and text boxes, which do not have the ability to capture and engage the respondentsâ€™ attention for long leading to a considerable dip in survey participation rates, higher drop-off ratio and questionable data quality as well.

Using EnRAPTUREâ€™s ready-to-use rich interfaces, researchers can create visually appealing, interactive and intuitive online surveys which will keep respondents engaged and attentive during survey participation and more willing to participate in surveys. To see what EnRAPTURE is about visit https://enrapture.ugamsolutions.com/confirmit/

EnRAPTURE is embedded within Confirmitâ€™s designer interface using Confirmitâ€™s Flex extensions and presents users wi an array of options to create attractive and intuitive questions in literally a few steps, without impacting any of Confirmitâ€™s core functionalities.

Sunil Mirani, CEO, Ugam Research comments
â€œEnRAPTURE addresses the dire need of the market research industry for a cost effective approach to create attractive and engaging surveys to bring online surveys on par with the other rich content that respondents are exposed to on the Internet. We are very excited to launch EnRAPTURE on the Confirmit platform and are confident that many Confirmit users will adopt this extremely easy to use solution to get higher quality data for more engaged respondents.â€•

Pat Molloy, CSO, Confirmit said
â€œWe are very happy to see Ugamâ€™s EnRAPTURE product come to market. EnRAPTURE is a great example of the sorts applications that can be built using the Flex extensions to complement Confirmitâ€™s native functionalities and we believe that users will find EnRAPTURE to be a valuable addition to the toolkit to help create even more engaging surveysâ€•. Â

About Ugam Research
Ugam Research Solutions is online at www.ugamresearch.com

About Confirmit
Visit www.confirmit.com for more information.

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