

Nebu User Wins Award for Survey Design

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Nebu, a worldwide supplier of data collection and panel management software, announced today that one of its clients – YouthSight – recently won an award for their development of a new, responsive survey design, based on Nebu’s data collection platform, Dub InterViewer.

YouthSight won the Market Research Society’s 2014 Operations Award for Data Collection. Using Dub InterViewer as the foundation, YouthSight created a survey system that works equally well on tablets (iOS/Android), mobile devices (iOS/Android) and all five mainstream desktop/laptop browsers. According to YouthSight, their response rates have improved – by a large margin – and mobile devices now account about 45% of all survey completions.

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According to Eric van Velzen, CEO of Nebu, “We are very excited for our client, YouthSight, and their achievement! it is greatly deserved. We are also very proud of our development team for creating a platform with the capability and adaptability to be used in such a fashion.”

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