



20/20 Insight's Web Hosting Service Makes Survey Administration Easy – from Anywhere

Tom Olson, Ph.D.
T. L. Olson & Associates, Inc.
Calgary, Alberta

When explaining the potential benefits of 20/20 Insight Gold to prospective users, I'm often asked for testimonials—stories of how the software worked to solve problems or expedite the 360 or research process. Fortunately, because I am a licensed user myself, I never have to look very far for a testimonial—I simply relate some of my own experiences using the software. And I've had many experiences. As a 20/20 Insight user, I've conducted multi-rater projects ranging in size from a single feedback recipient to twenty-five hundred. I've also conducted numerous organizational and customer service surveys using the software.

Of all the features PSS has incorporated into 20/20 Insight, my personal favorite is the Web Hosting Service. Why? Because of the flexibility it provides; also, my productivity and ability to serve my clients have increased many times over. Case in point:

Recently, I was contracted to conduct an executive team development assessment for an international IT company. The results of the assessment were to be discussed and subsequent interventions determined at a meeting in New York City facilitated by my client, a Canadian-based consultant. The team members were scattered about the world—one from New Jersey, another in England, a third from Peru, another from Amsterdam, and so on. Seven in all and no two of them working in the same country. The timelines were tight—the feedback had to be collected and reports produced within a few weeks. To complicate matters even further, I was going to be in the United Kingdom during the administration of the project!

I met with my client and developed a team assessment instrument based on the Tuckman *forming, storming, norming, performing* model. With the assessment serving as the subject, I set up the project on my notebook and launched it on the day I left for the UK. Upon arriving in Wales, notebook in hand, I arranged for an ISP so that I could follow-up on the progress of the feedback providers and deal with any questions or concerns members of this far-flung group had. Fortunately, there were none. I did, however, use the “notify respondents” feature to send “deadline” reminders to those who were slow to respond.

Before I returned to Canada, I downloaded and collected the data, produced a PDF report using Adobe Acrobat, and emailed it to my client who was, by this time, in New York preparing for the session with the executive team. The session was a roaring success—the feedback provided a good picture of where the team was in its development, plans for moving forward were made and ultimately successfully implemented. My client looked like a superstar, and I had another satisfied client. But wait—it gets even easier!

On another occasion, I was in the Middle East conducting a departmental review for an oil and gas client. At the same time I had an organizational study in the field back in Canada. This time I didn't even need my notebook. From the desert, using a product called *GotoMyPC.com*, I was able to log on to my office computer, open 20/20 Insight, check respondent progress, send out reminder emails, download and collect data. This ability to administer and monitor projects from anywhere enables me to **delight** my survey clients by consistently achieving return rates of eighty-five to ninety percent—a level unheard of using any other data collection method. More productivity, happier clients, more business! That's why I'm so enamored with 20/20 Insight's Web Hosting Service!