



HOW TO UTILISE WEBPOL

Webropol is a versatile tool when it comes to conducting surveys, gathering data, and managing feedback. Below you can see some practical examples of how our clients have used Webropol to make their everyday business more efficient and profitable.

MARKETING AND SALES

- measuring customer satisfaction and loyalty
- supporting aftersales campaigns
- testing marketing material
- conducting market surveys
- collecting weekly reports from salespeople

HUMAN RESOURCES

- measuring employee motivation
- following up incentive schemes
- gathering feedback anonymously
- assessing employee skills
- collecting feedback on trainings
- gathering information during the recruiting process

RESEARCH & DEVELOPMENT

- charting needs for product and service development
- doing computer-aided telephone interviews
- conducting research online and per e-mail
- compiling data from paper forms
- assessing project outcomes

PROJECT MANAGEMENT

- collecting information to support project planning
- collecting status reports during the project
- following up on completed projects
- assessing future project needs

TRAINING

- using as a registration form
- assessing training needs
- collecting ideas and suggestions for future trainings
- collecting feedback after trainings

ADMINISTRATION

- arranging travel and accommodation
- sending invitations and collecting registrations
- using as an internal order form to order e.g. office supplies
- gathering internal reports

