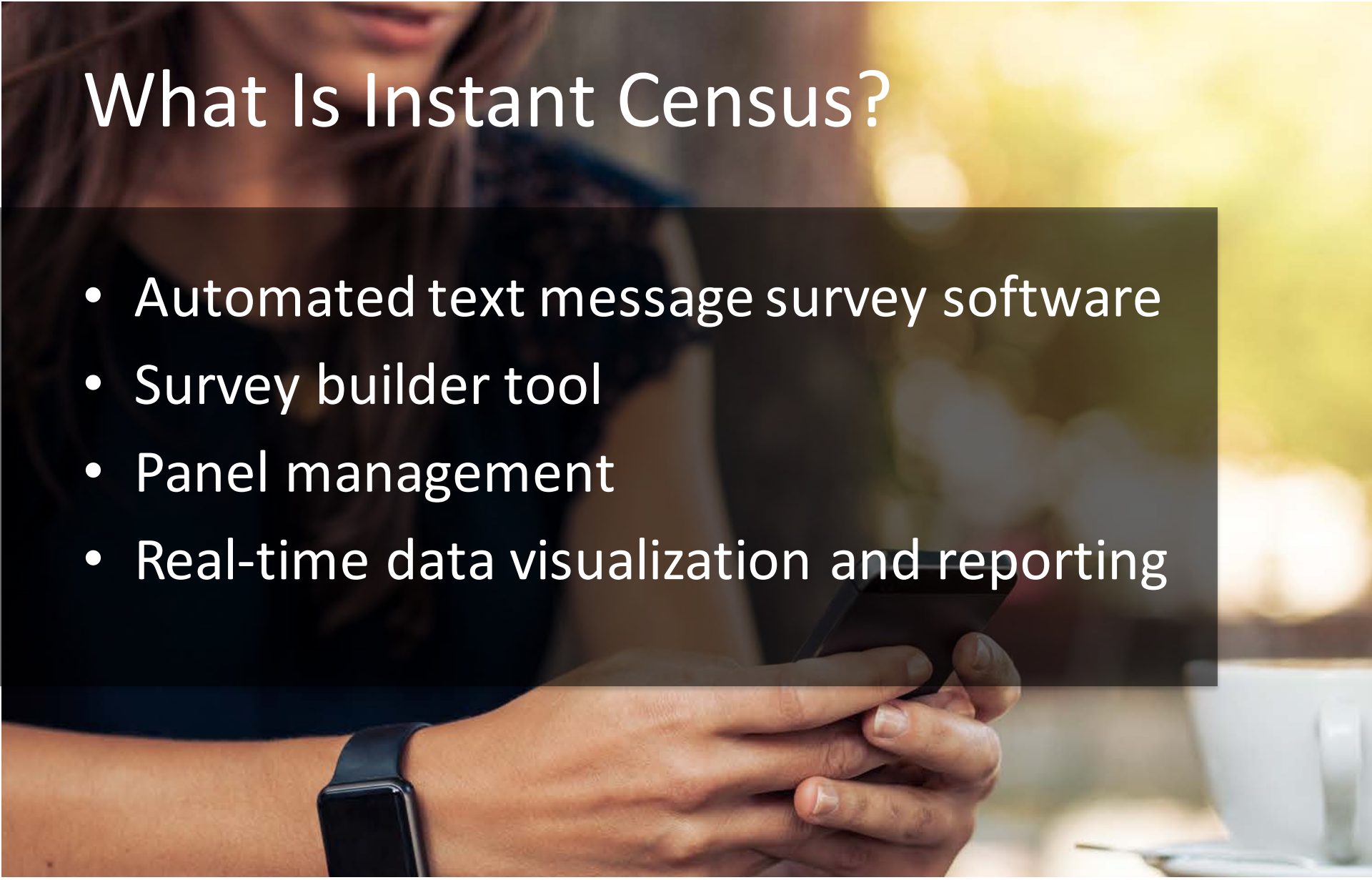
Instant Census
Text Message Surveys

Instant Census

What Is Instant Census?



- Automated text message survey software
- Survey builder tool
- Panel management
- Real-time data visualization and reporting

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

How It Works

- Survey participants interact with Instant Census as if they were holding a text message conversation with a real person:
  - Instant Census texts a question
  - The participant texts an answer
  - Instant Census parses the answer and determines how to follow-up

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Response Rates and Times

- Higher response rates and faster response times than other traditional survey tools
- 50% response rate in 1 ½ minutes of survey deployment with an 85% overall response rate for compensated survey participants

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Instant Census Admin Portal

Screen shots of the Instant Census Admin Portal and Survey Builder Tool

Instant Census

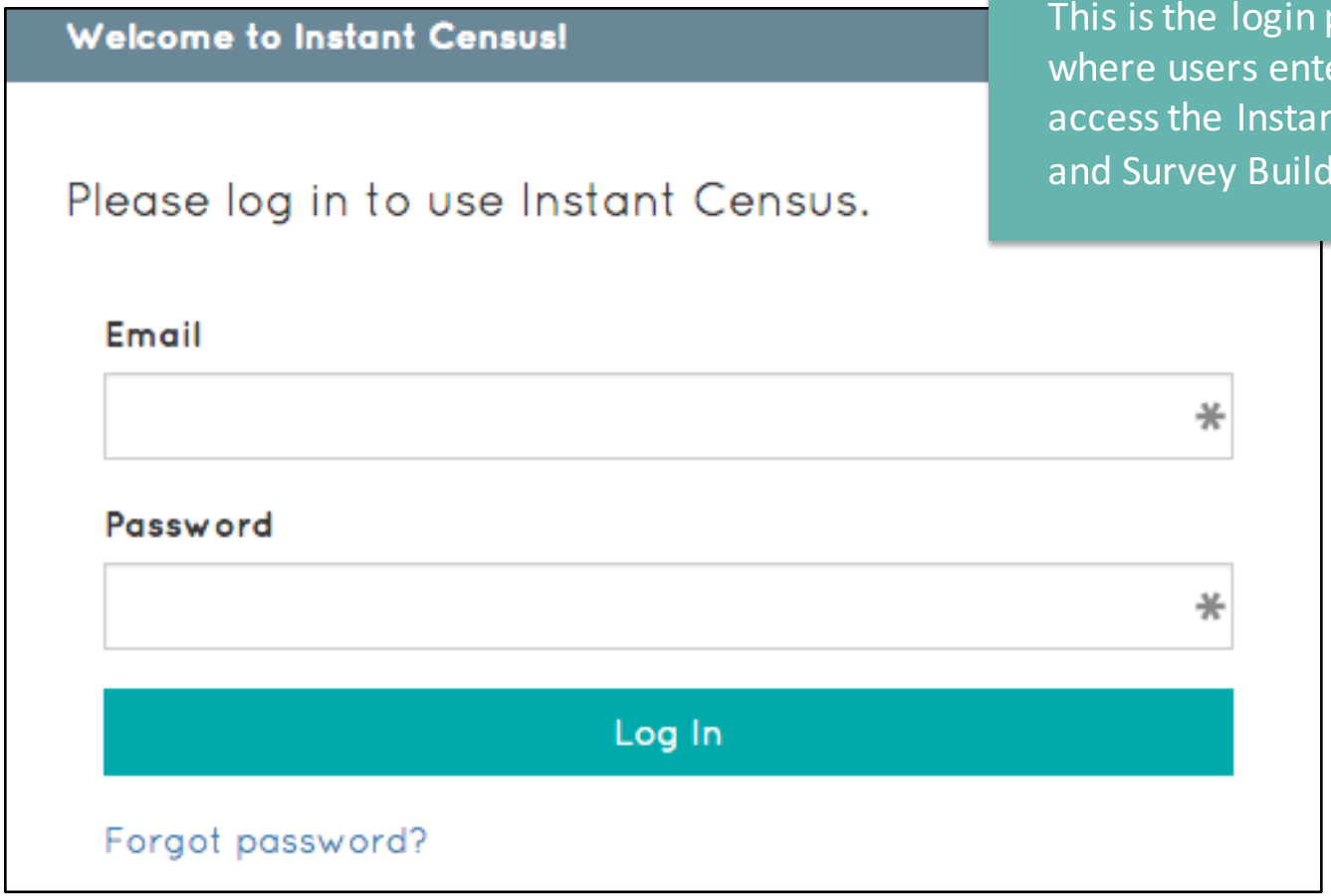
© 2016 Zagaran, Inc. All Rights Reserved.

Accessing The Admin Portal

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Instant Census Login Screen

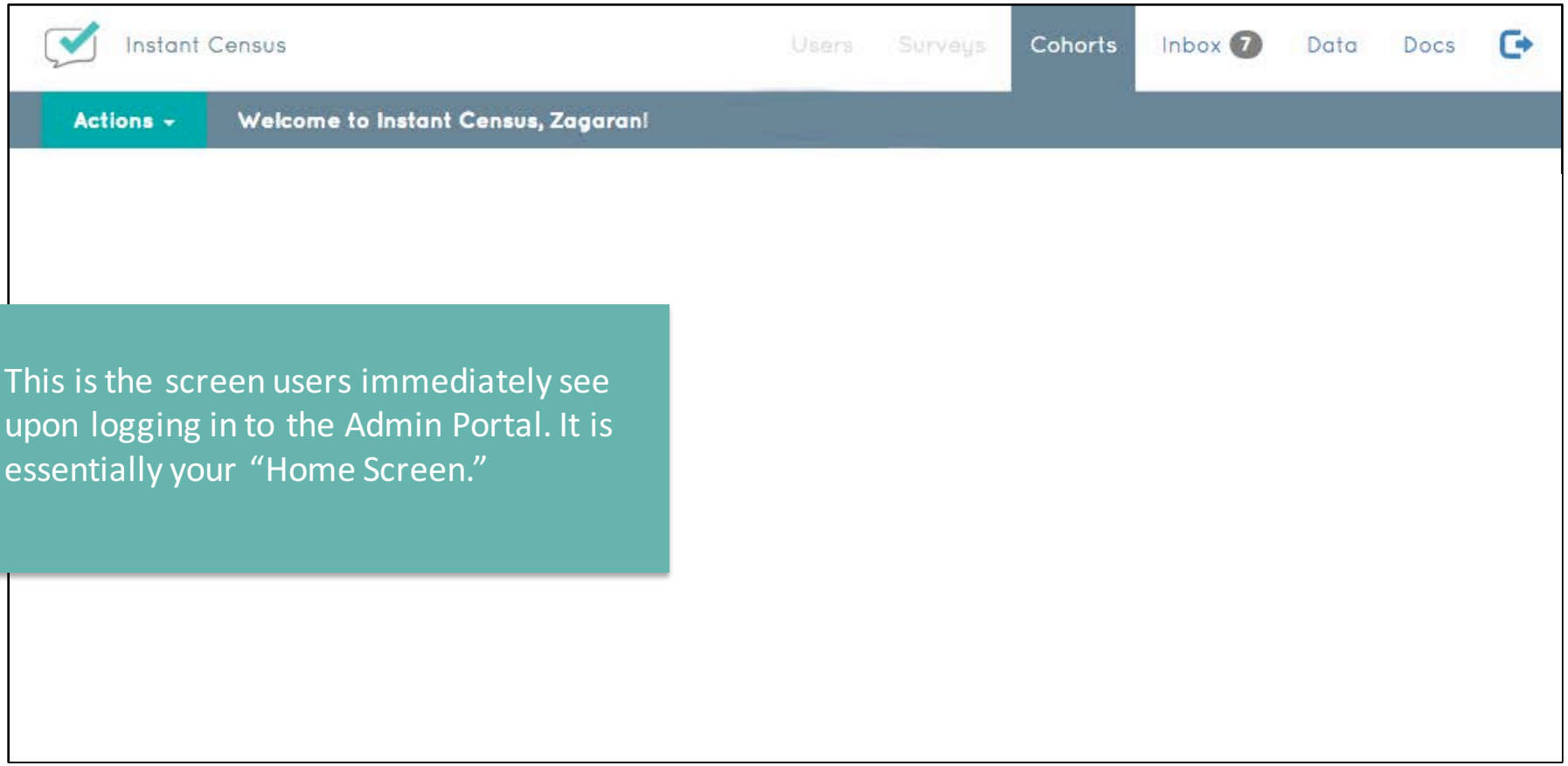


This is the login page of the web portal where users enter login credentials and access the Instant Census Admin Portal and Survey Builder Tool.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Admin Portal Landing Page



This is the screen users immediately see upon logging in to the Admin Portal. It is essentially your "Home Screen."

Instant Census

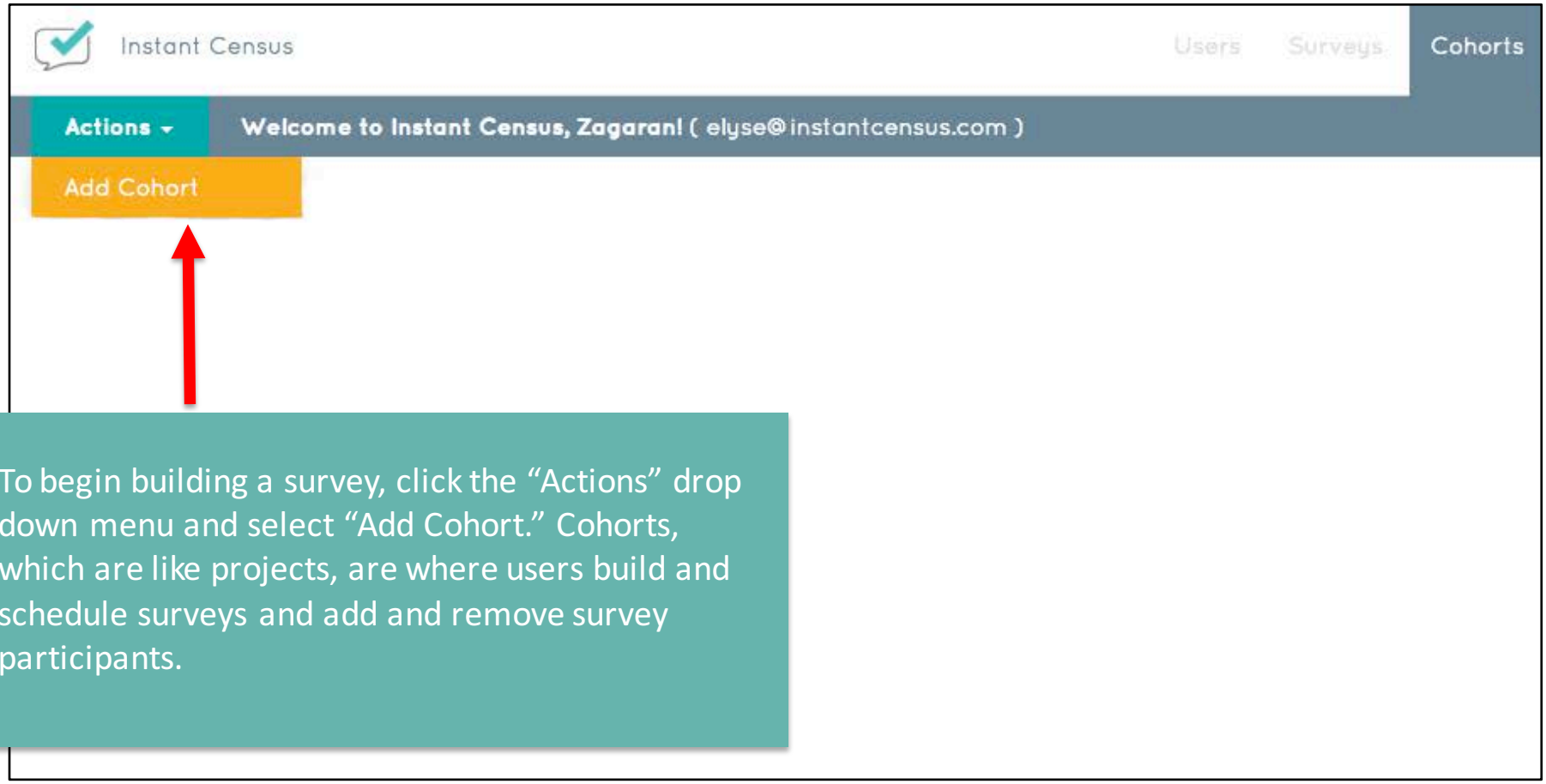
© 2016 Zagaran, Inc. All Rights Reserved.

Creating A New Cohort

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding A New “Cohort”



To begin building a survey, click the “Actions” drop down menu and select “Add Cohort.” Cohorts, which are like projects, are where users build and schedule surveys and add and remove survey participants.

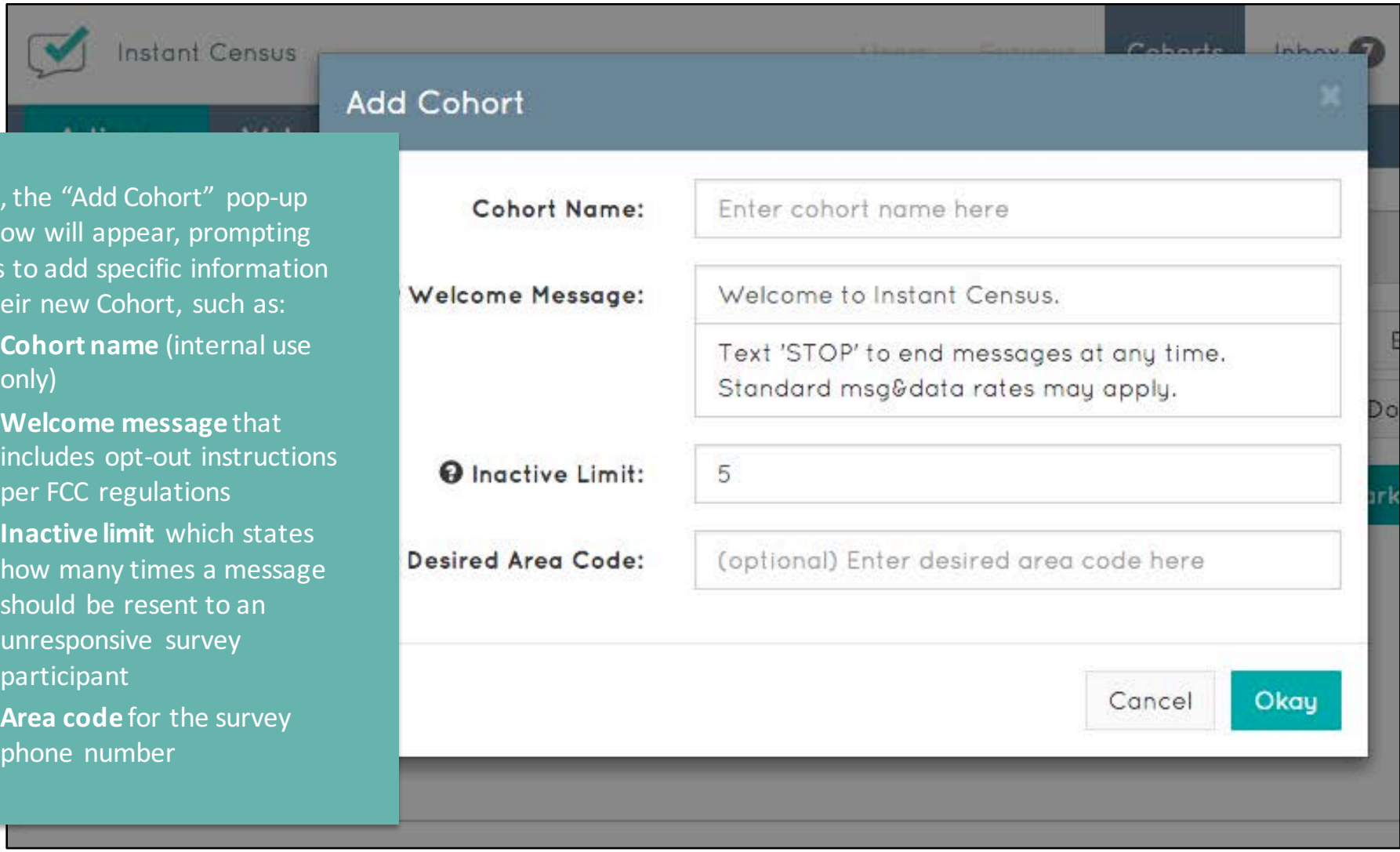
Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding A New “Cohort” Cont’d

Next, the “Add Cohort” pop-up window will appear, prompting users to add specific information to their new Cohort, such as:

1. **Cohort name** (internal use only)
2. **Welcome message** that includes opt-out instructions per FCC regulations
3. **Inactive limit** which states how many times a message should be resent to an unresponsive survey participant
4. **Area code** for the survey phone number



Instant Census

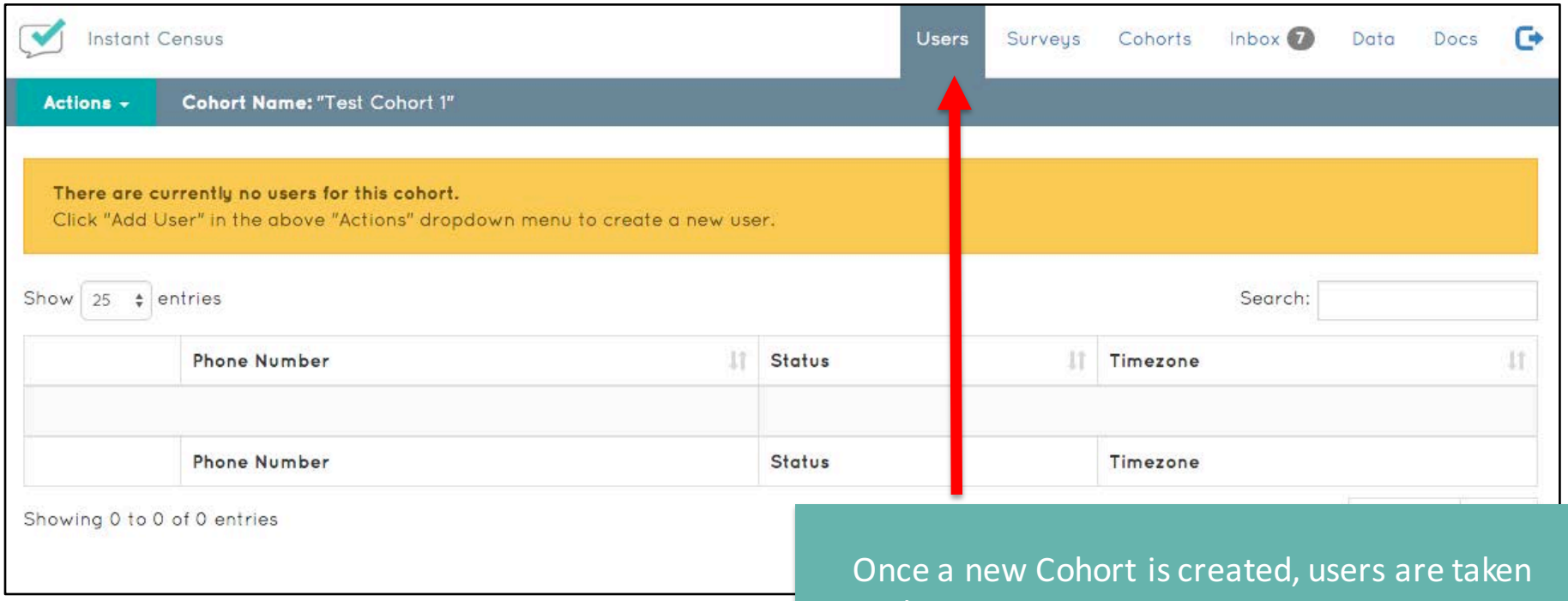
© 2016 Zagaran, Inc. All Rights Reserved.

Adding And Managing Survey Participants

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Survey Participant Management Landing Page

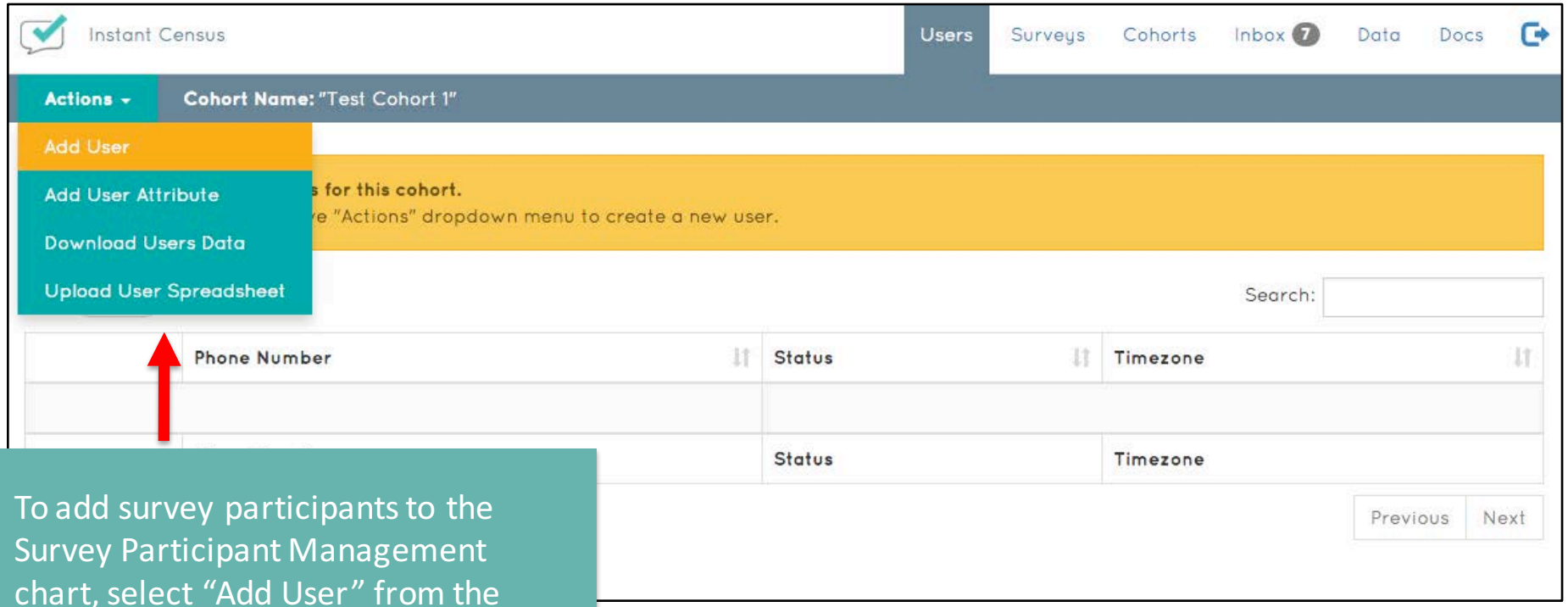


Once a new Cohort is created, users are taken to the Survey Participant Management page where survey participants are managed and stored in the chart shown here. You can return to this page by selecting the "Users" tab in the top toolbar .

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding Survey Participants

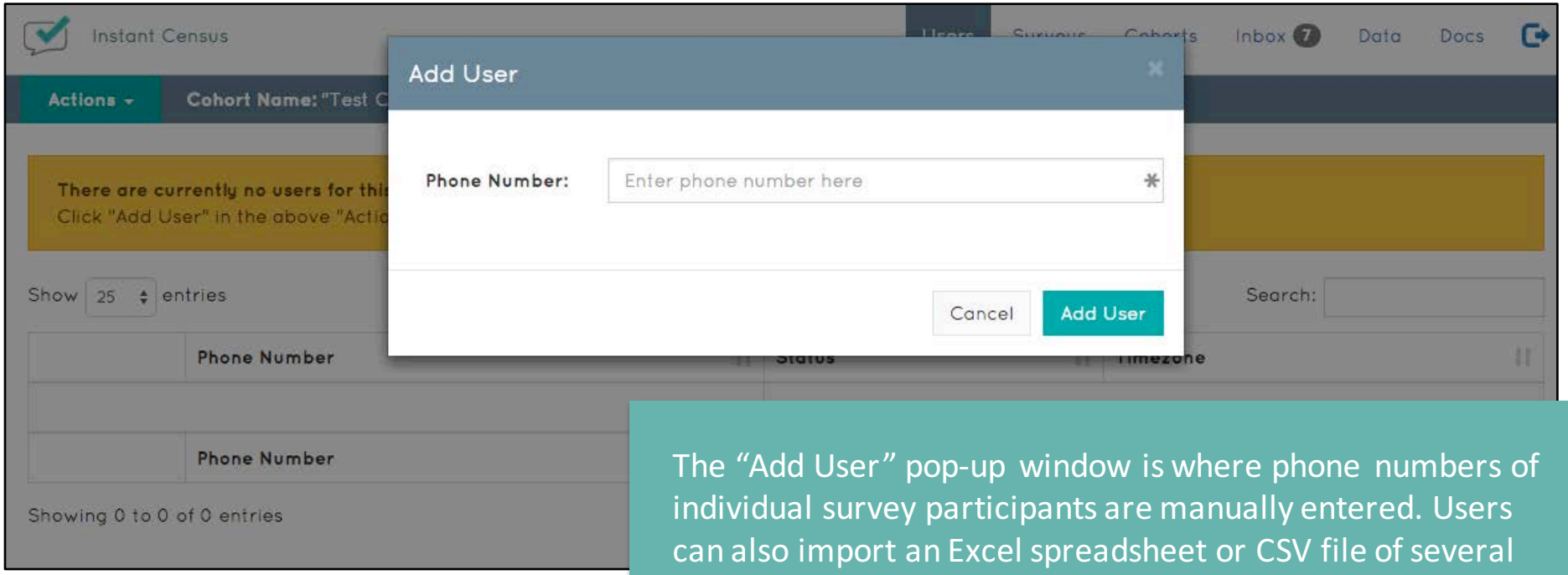


To add survey participants to the Survey Participant Management chart, select “Add User” from the “Actions” drop down menu.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding Survey Participants Cont'd



The "Add User" pop-up window is where phone numbers of individual survey participants are manually entered. Users can also import an Excel spreadsheet or CSV file of several survey participants and phone numbers at once. Once survey participants are added, their information will appear in the Survey Participant Management chart.

Instant Census

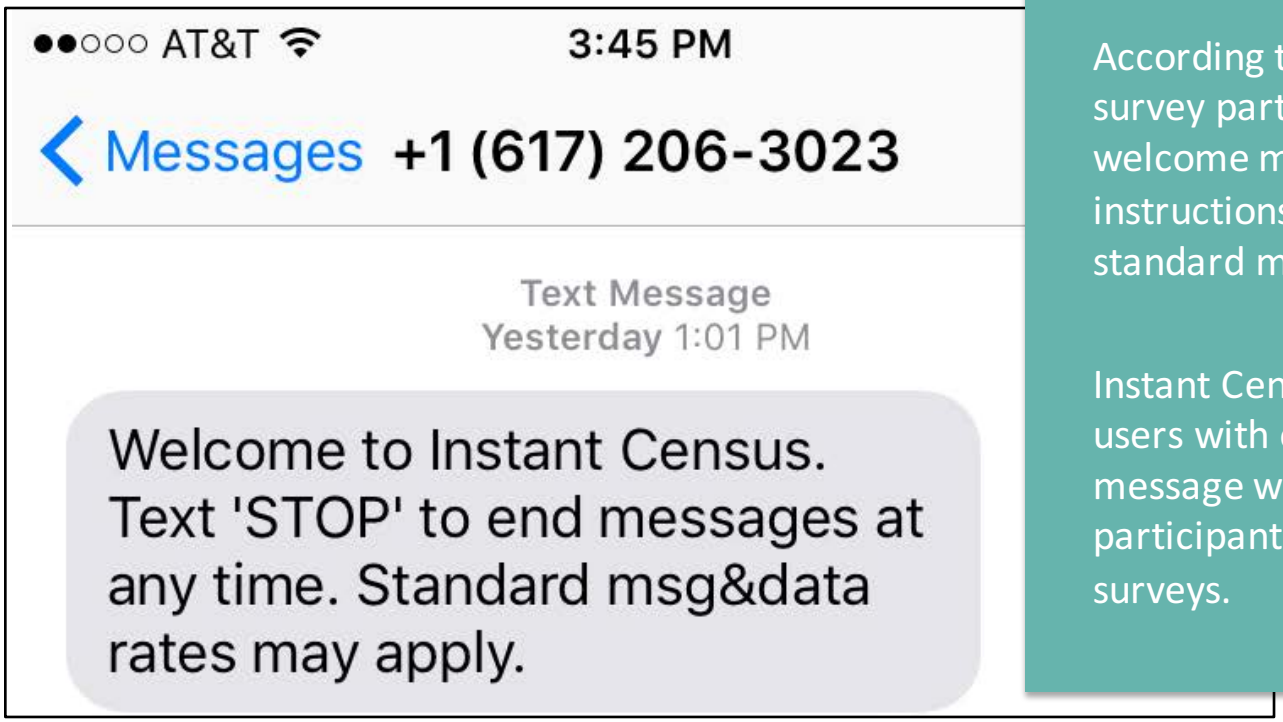
© 2016 Zagaran, Inc. All Rights Reserved.

Welcome Message

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Welcome Message



According to FCC regulations, all survey participants must receive a welcome message with opt out instructions and information on standard message and data rates.

Instant Census handles this for users with our standard welcome message which is sent to all survey participants upon opting into our surveys.

Instant Census

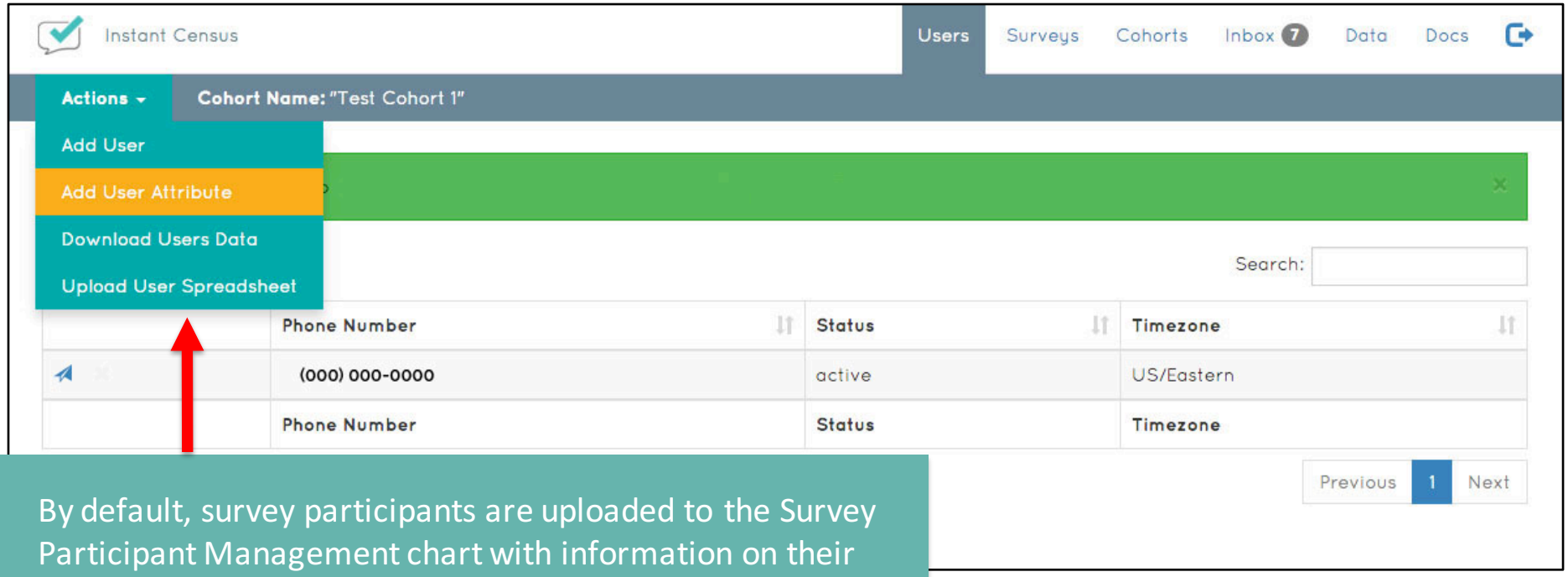
© 2016 Zagaran, Inc. All Rights Reserved.

Adding User Attributes

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding User Attributes

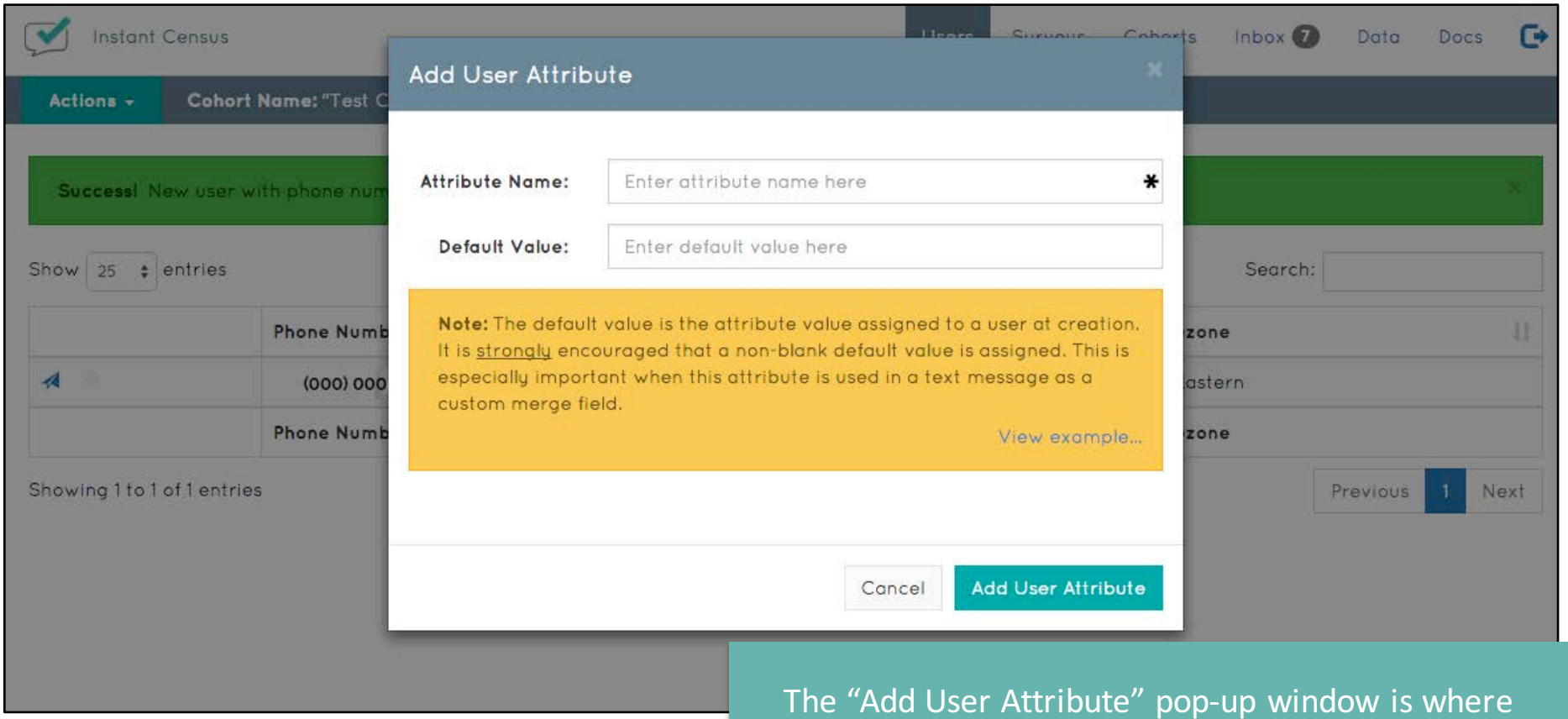


By default, survey participants are uploaded to the Survey Participant Management chart with information on their status and time zone. If you'd like to add additional information about your participants, click "Add User Attribute" from the "Actions" drop down menu.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding User Attributes Cont'd

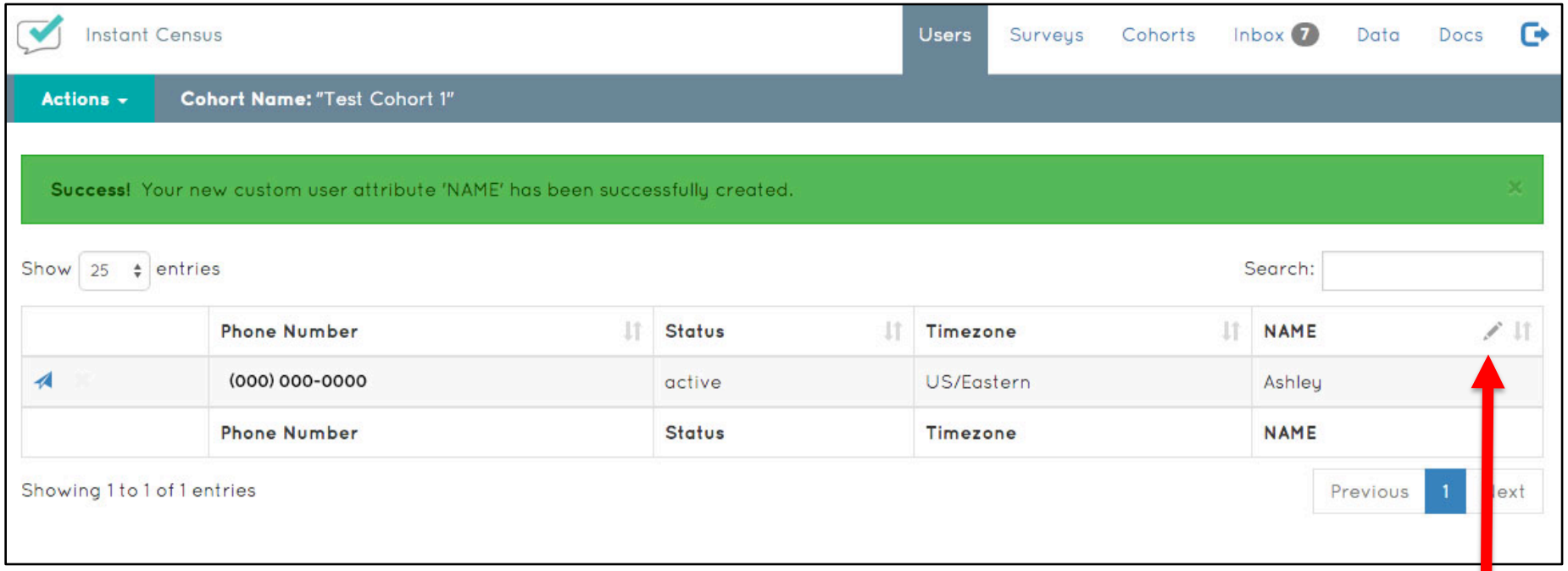


The "Add User Attribute" pop-up window is where attribute information is entered and then placed in the Survey Participant Management chart. For example, if you want to store survey participant names, you could enter "Name" into the "Attribute Name" field and "None" in the "Default Value."

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding User Attributes Cont'd



Once added, the new User Attribute will appear in the Survey Participant Management chart as a new column. You can directly edit attributes for any particular survey participant by clicking the pencil icon.

Instant Census

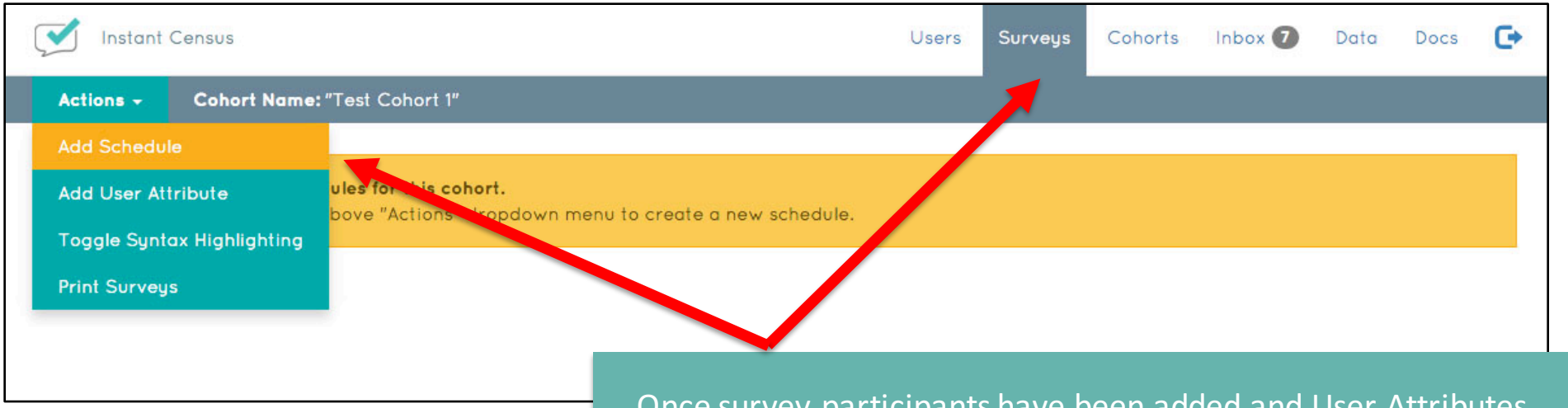
© 2016 Zagaran, Inc. All Rights Reserved.

Adding A Schedule (Survey)

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Adding A Schedule (Survey)

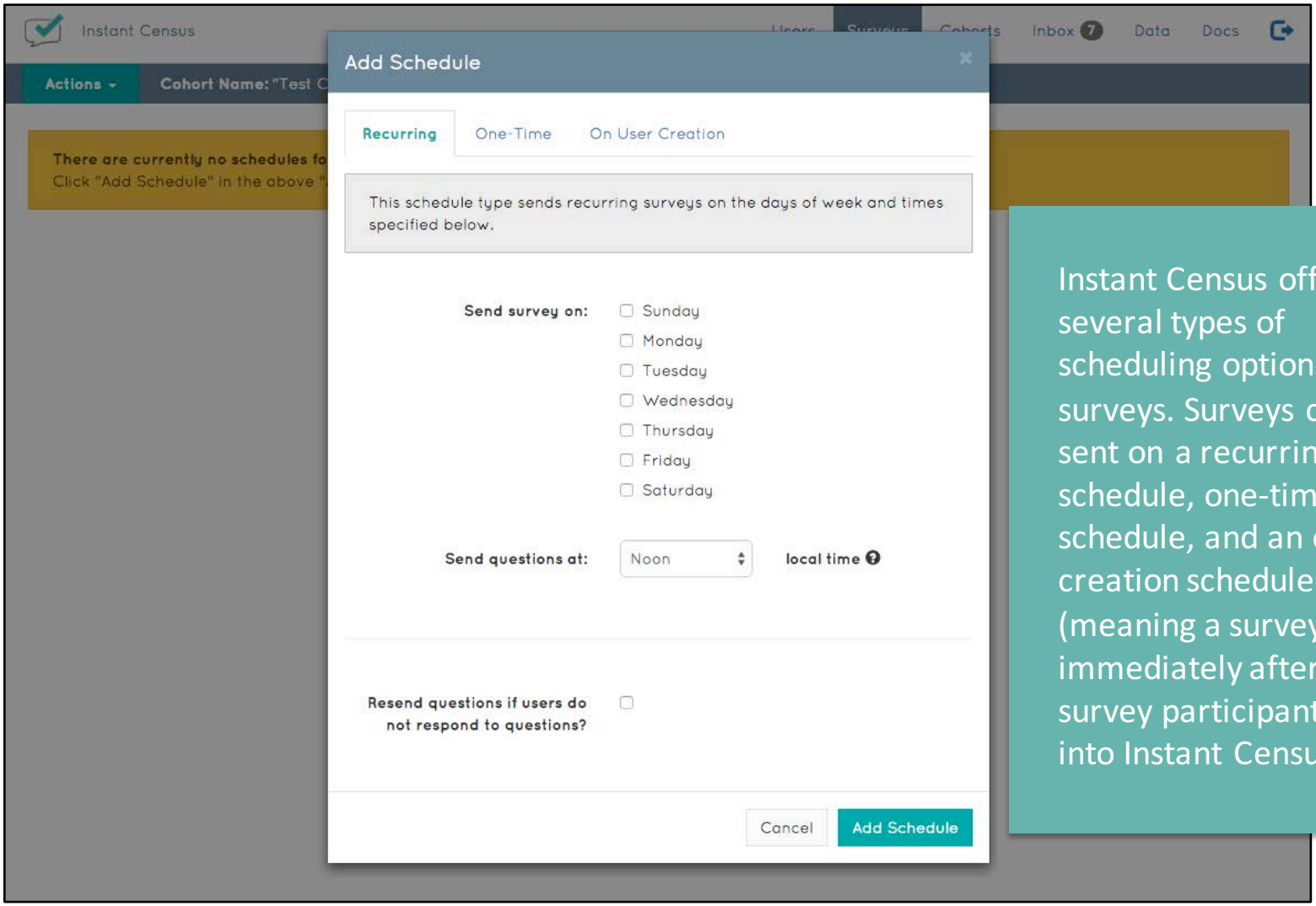


Once survey participants have been added and User Attributes are in place, it's time to add a survey and a schedule. Choose the "Surveys" tab in the top toolbar and click the "Add Schedule" option from the "Actions" drop down menu.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Schedule Options



Instant Census offers several types of scheduling options for surveys. Surveys can be sent on a recurring schedule, one-time schedule, and an on user creation schedule (meaning a survey is sent immediately after a new survey participant opts into Instant Census).

Instant Census

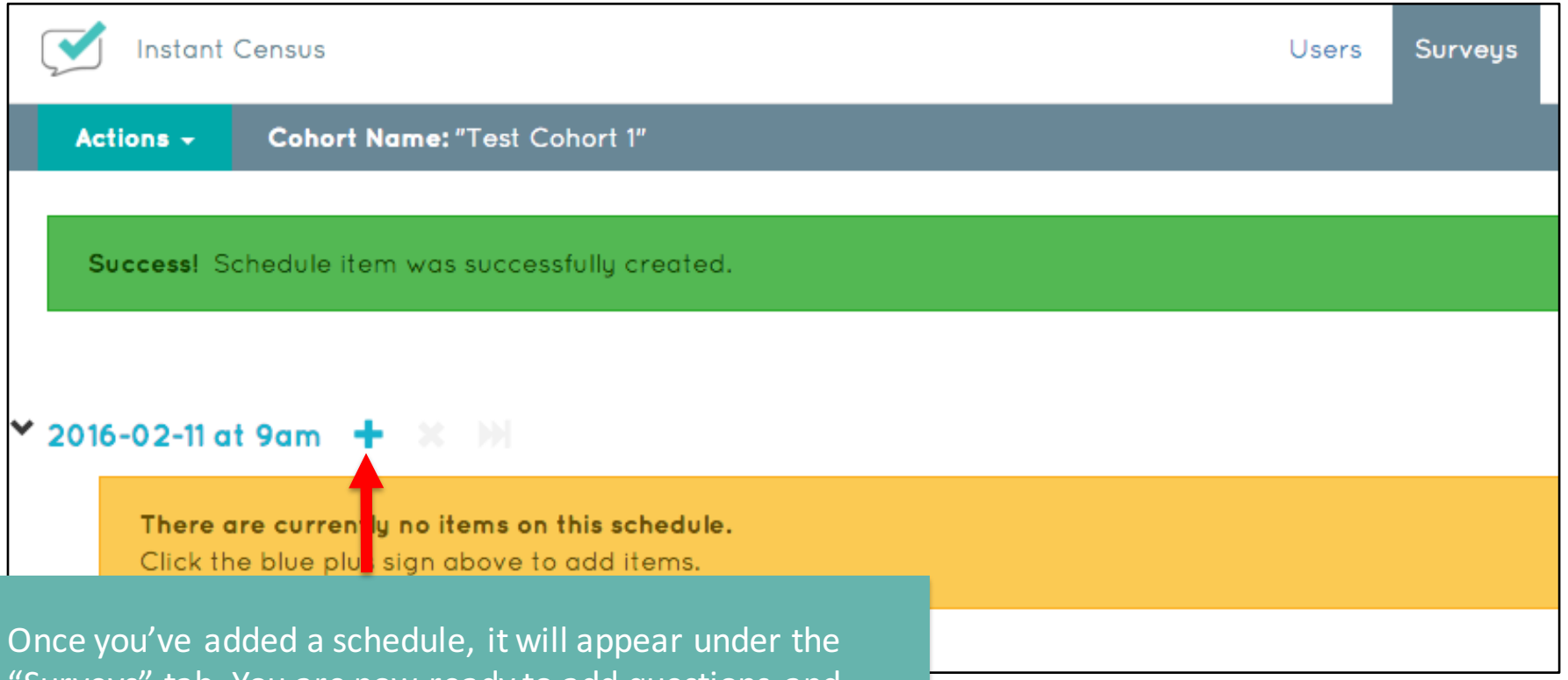
© 2016 Zagaran, Inc. All Rights Reserved.

Building A Survey

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Building A Survey

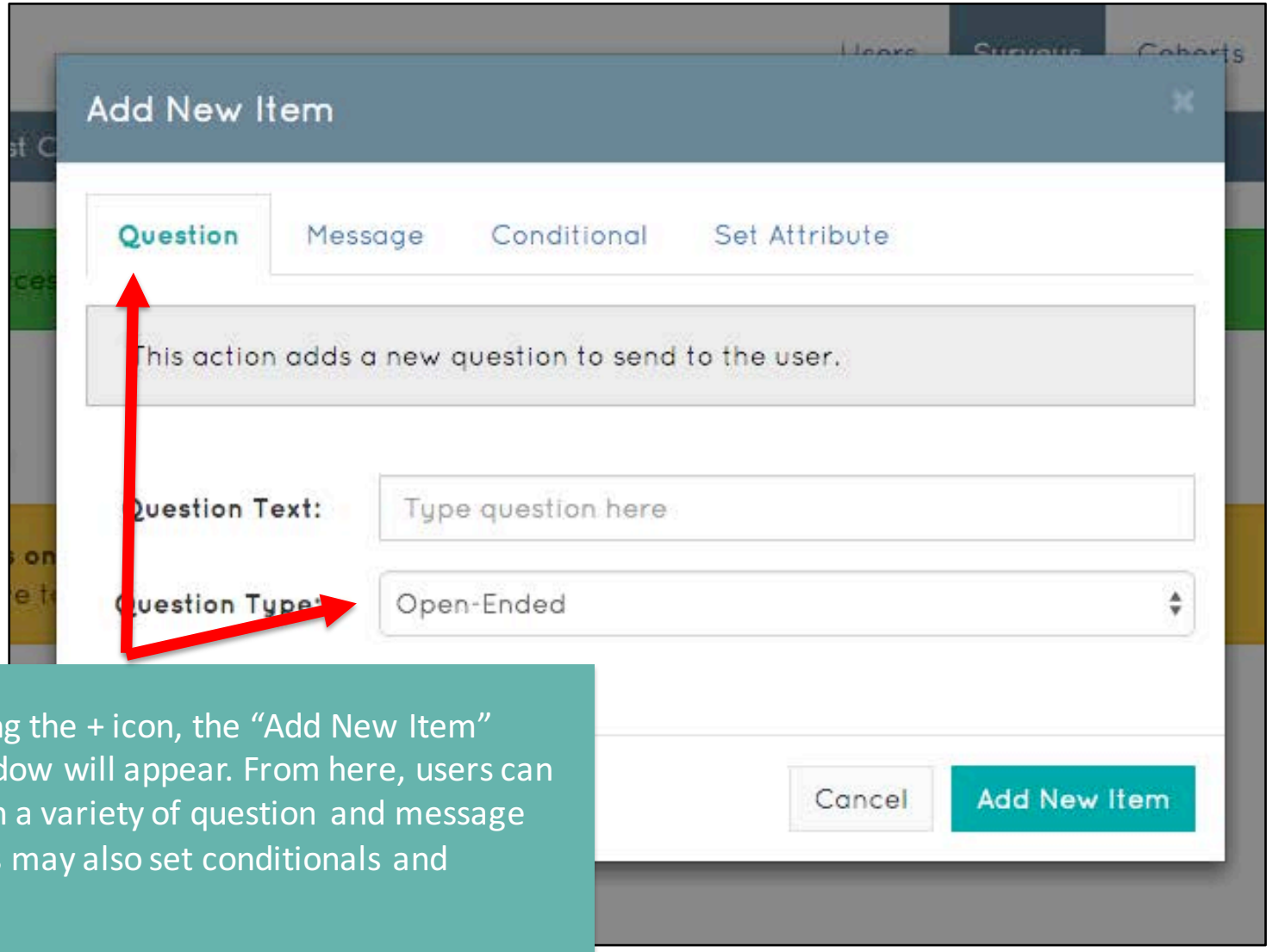


Once you've added a schedule, it will appear under the "Surveys" tab. You are now ready to add questions and build your survey. To add questions to your survey click the blue + icon next to the schedule day/time.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Question Types

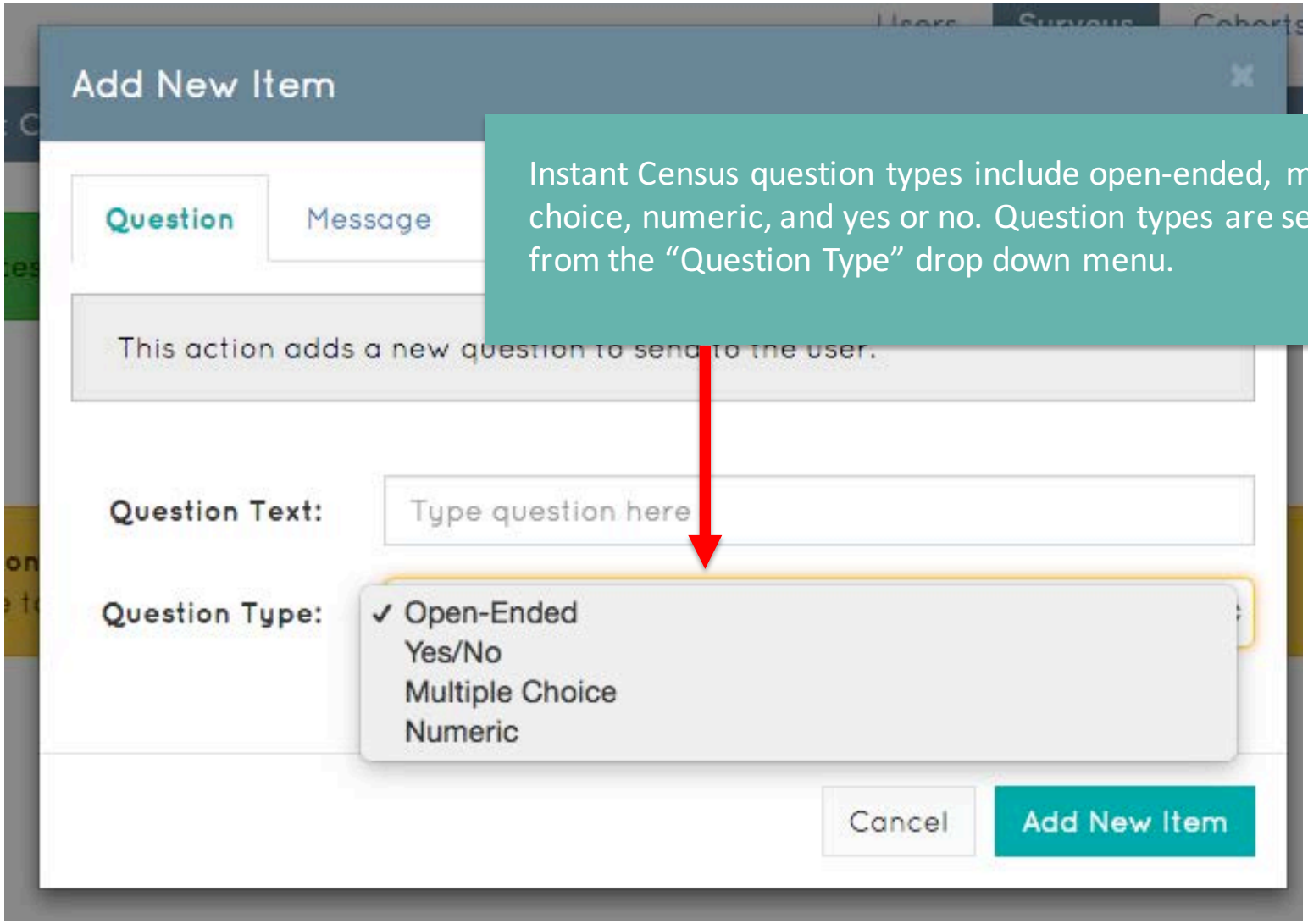


Upon clicking the + icon, the "Add New Item" pop-up window will appear. From here, users can choose from a variety of question and message types. Users may also set conditionals and attributes.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Question Types Cont'd

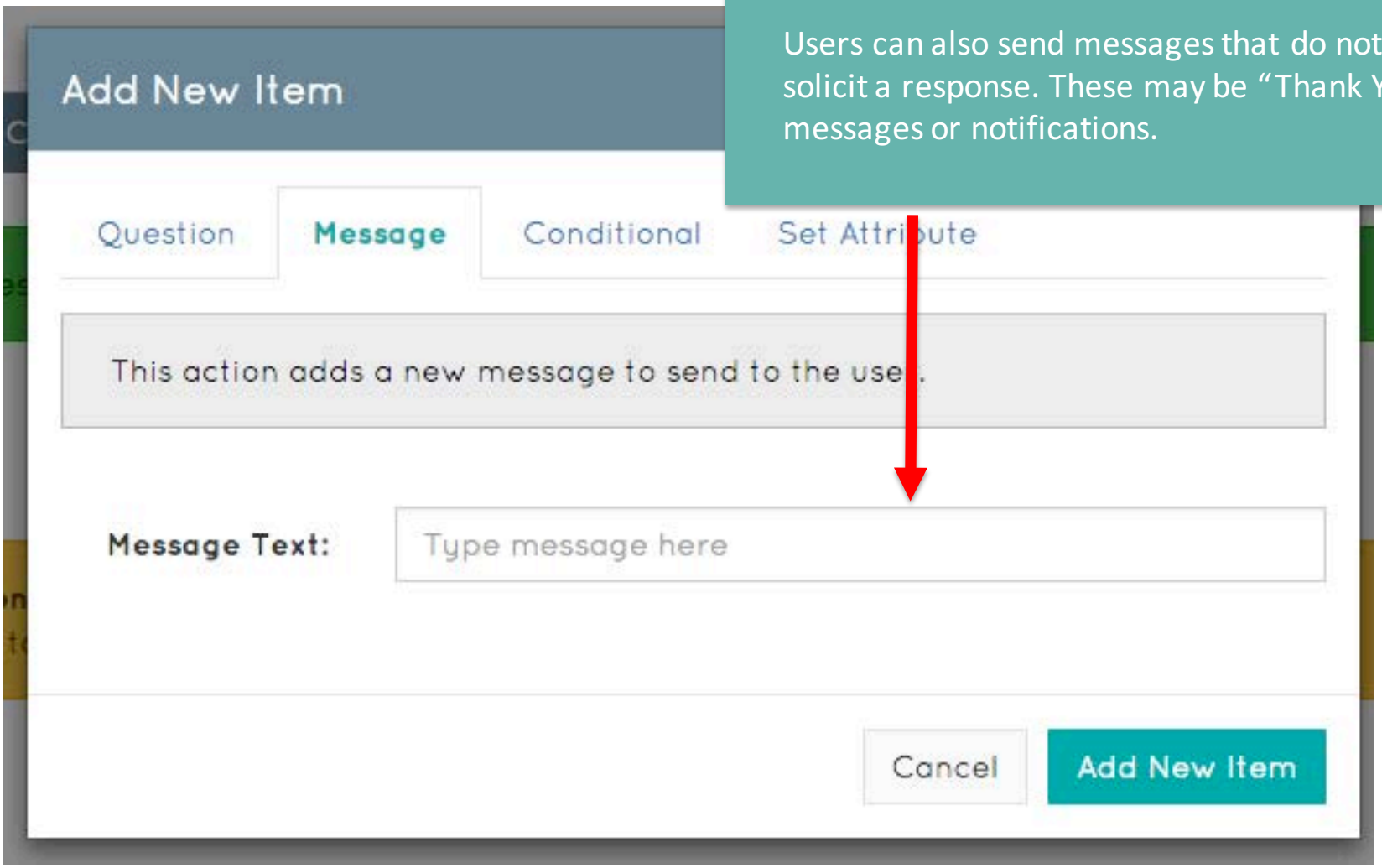


Instant Census question types include open-ended, multiple choice, numeric, and yes or no. Question types are selected from the "Question Type" drop down menu.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Question Types Cont'd



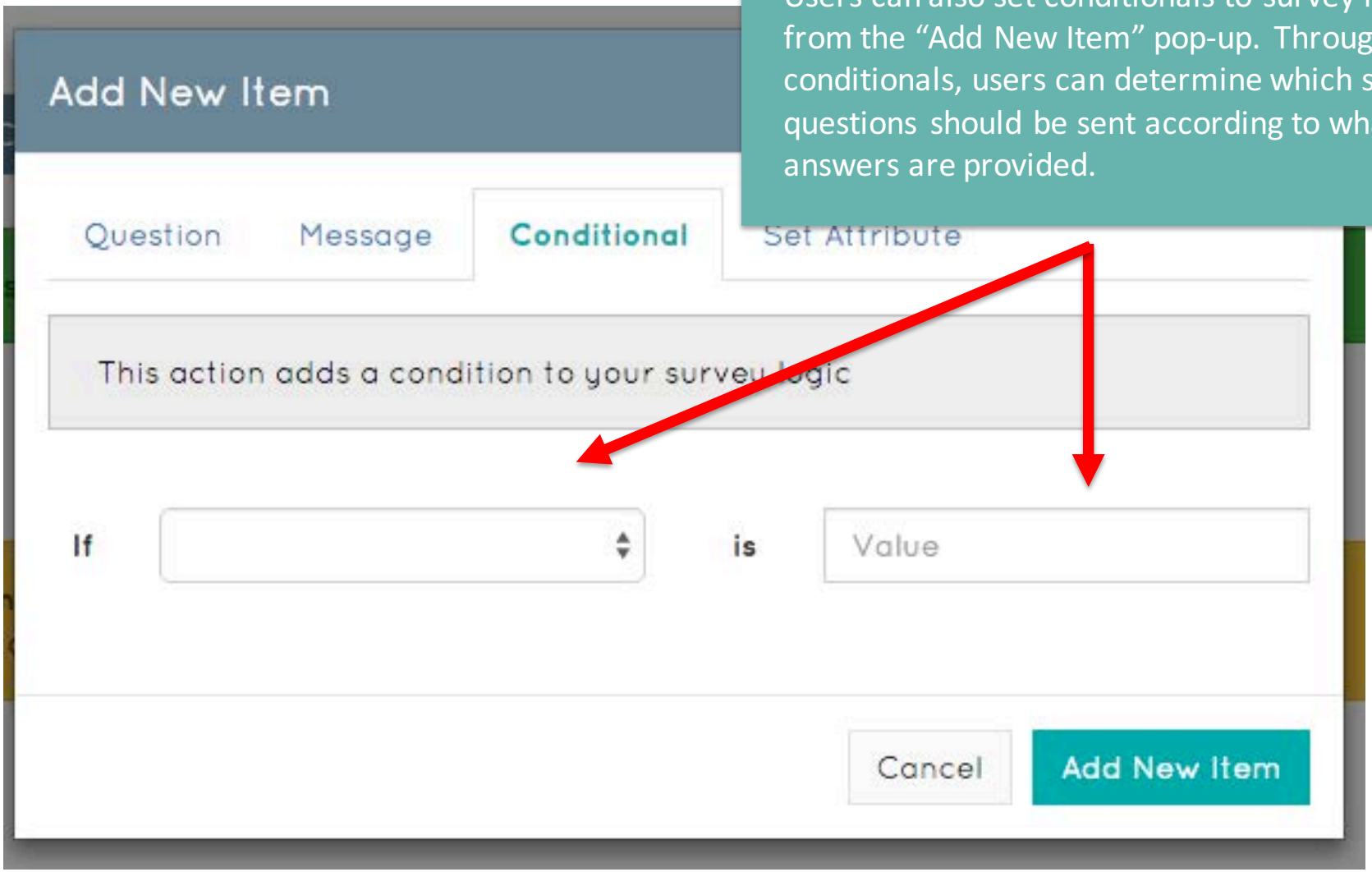
Users can also send messages that do not solicit a response. These may be "Thank You" messages or notifications.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Conditionals

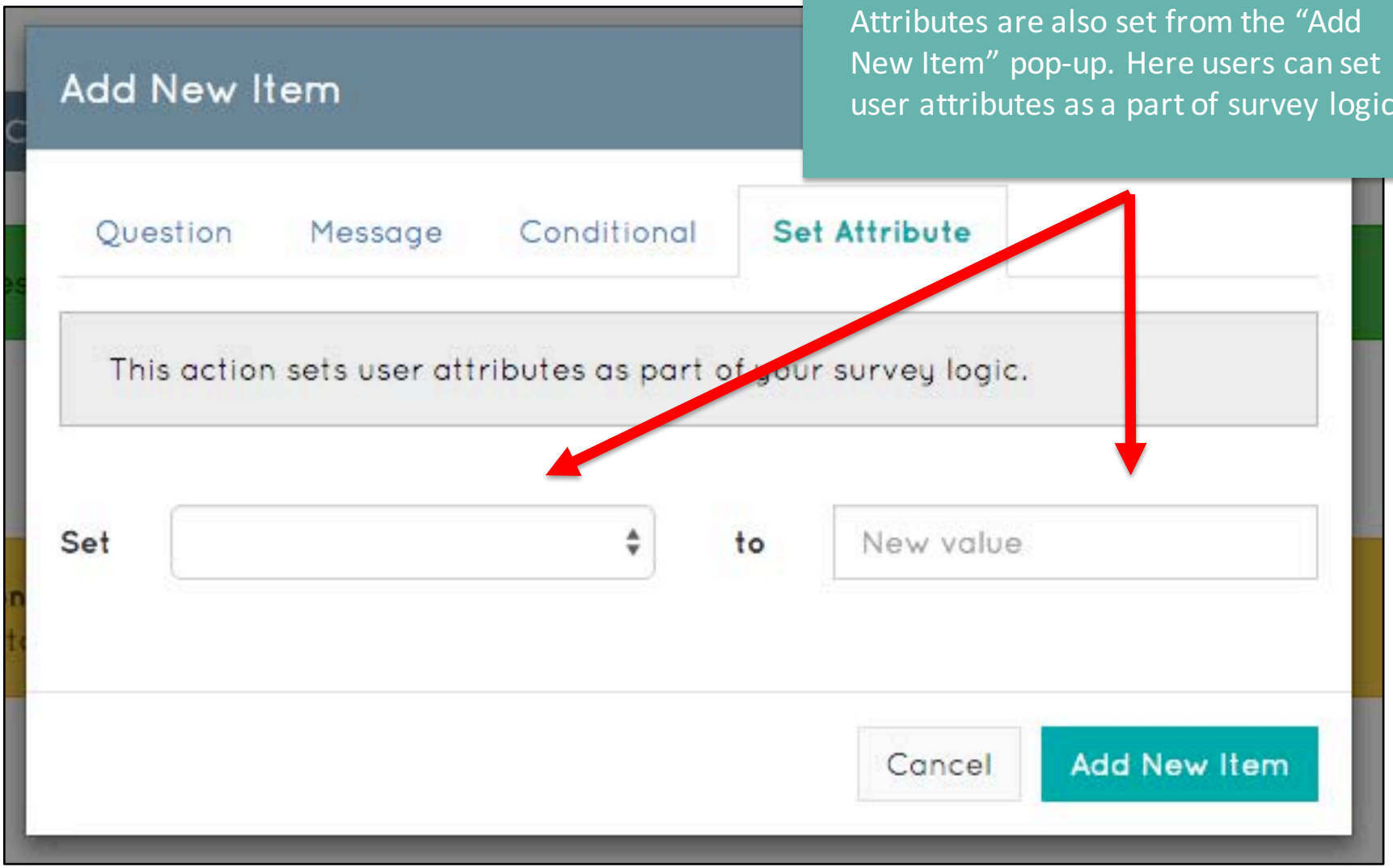
Users can also set conditionals to survey logic from the "Add New Item" pop-up. Through conditionals, users can determine which survey questions should be sent according to what answers are provided.



Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Setting Attributes



Attributes are also set from the “Add New Item” pop-up. Here users can set user attributes as a part of survey logic.

Instant Census

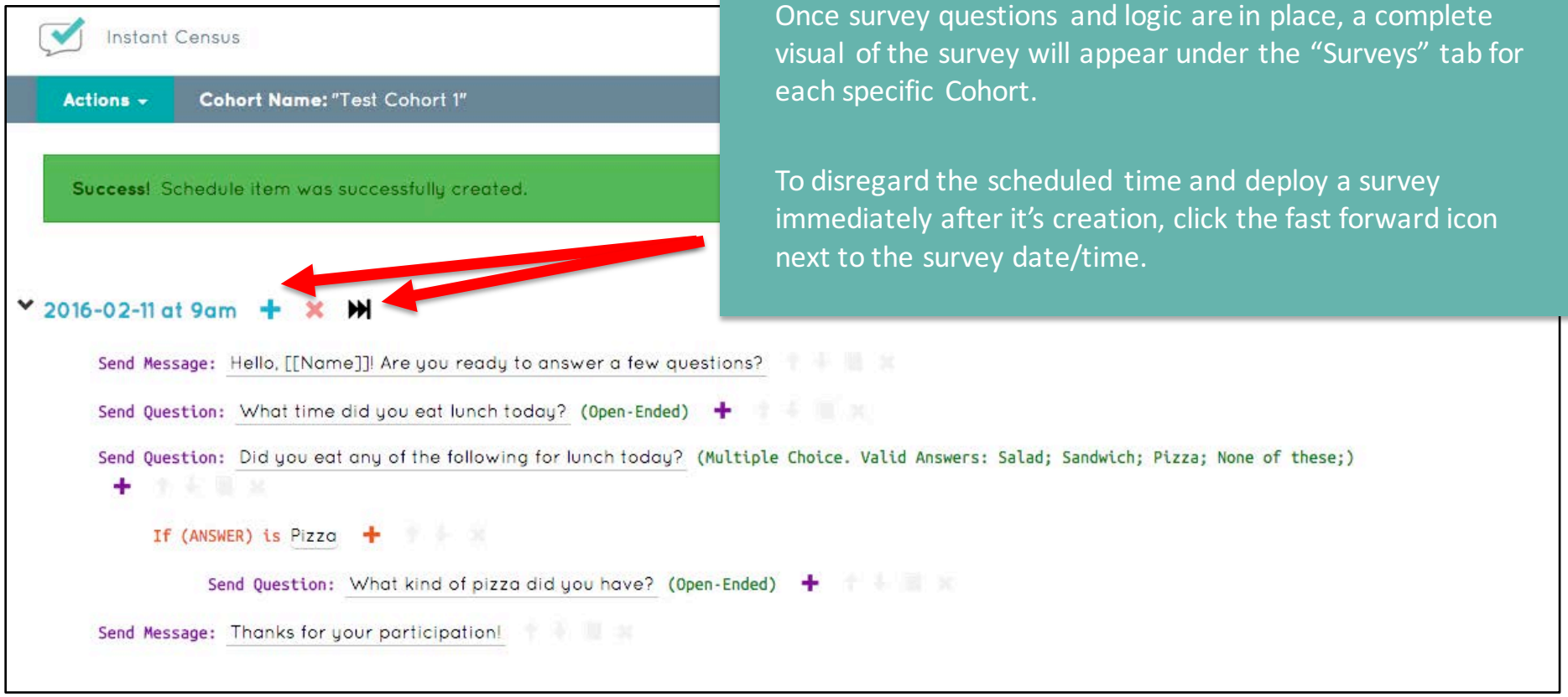
© 2016 Zagaran, Inc. All Rights Reserved.

Survey Example

Additional questions, messages, conditionals, and attributes are added to a survey by clicking the + icon next to an already added message or question.

Once survey questions and logic are in place, a complete visual of the survey will appear under the “Surveys” tab for each specific Cohort.

To disregard the scheduled time and deploy a survey immediately after it’s creation, click the fast forward icon next to the survey date/time.



Instant Census

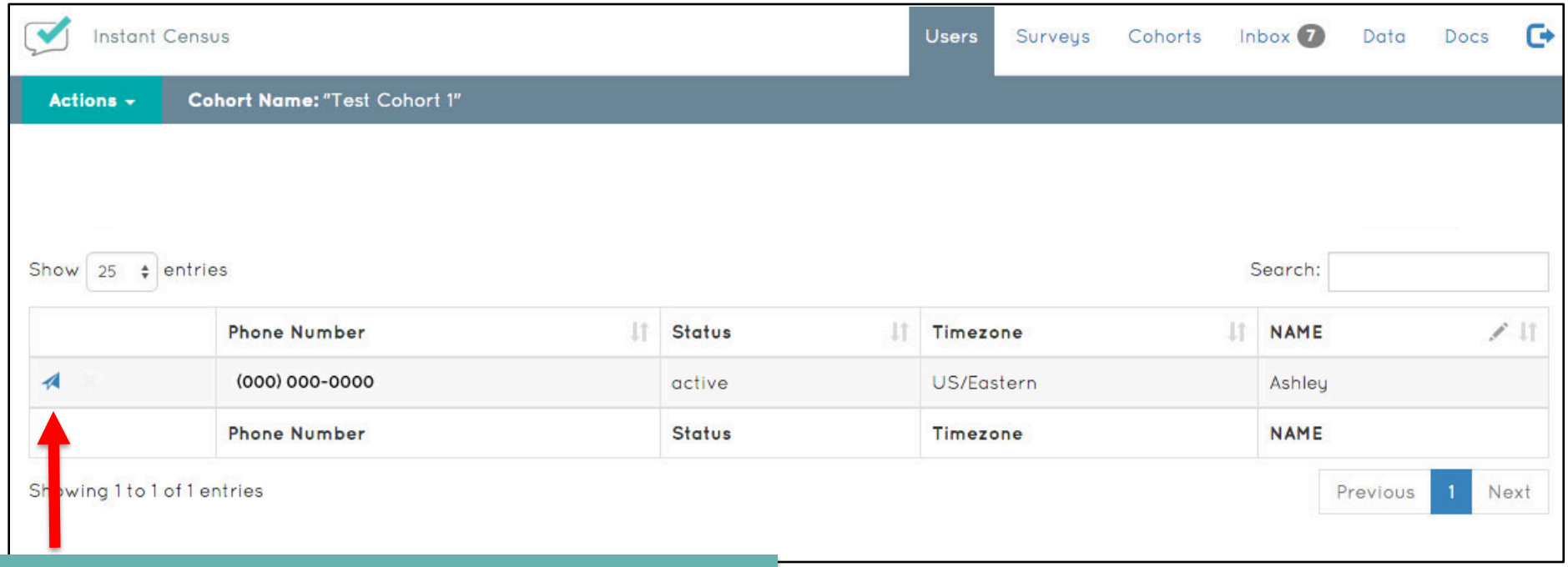
© 2016 Zagaran, Inc. All Rights Reserved.

Message Center

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Message Center

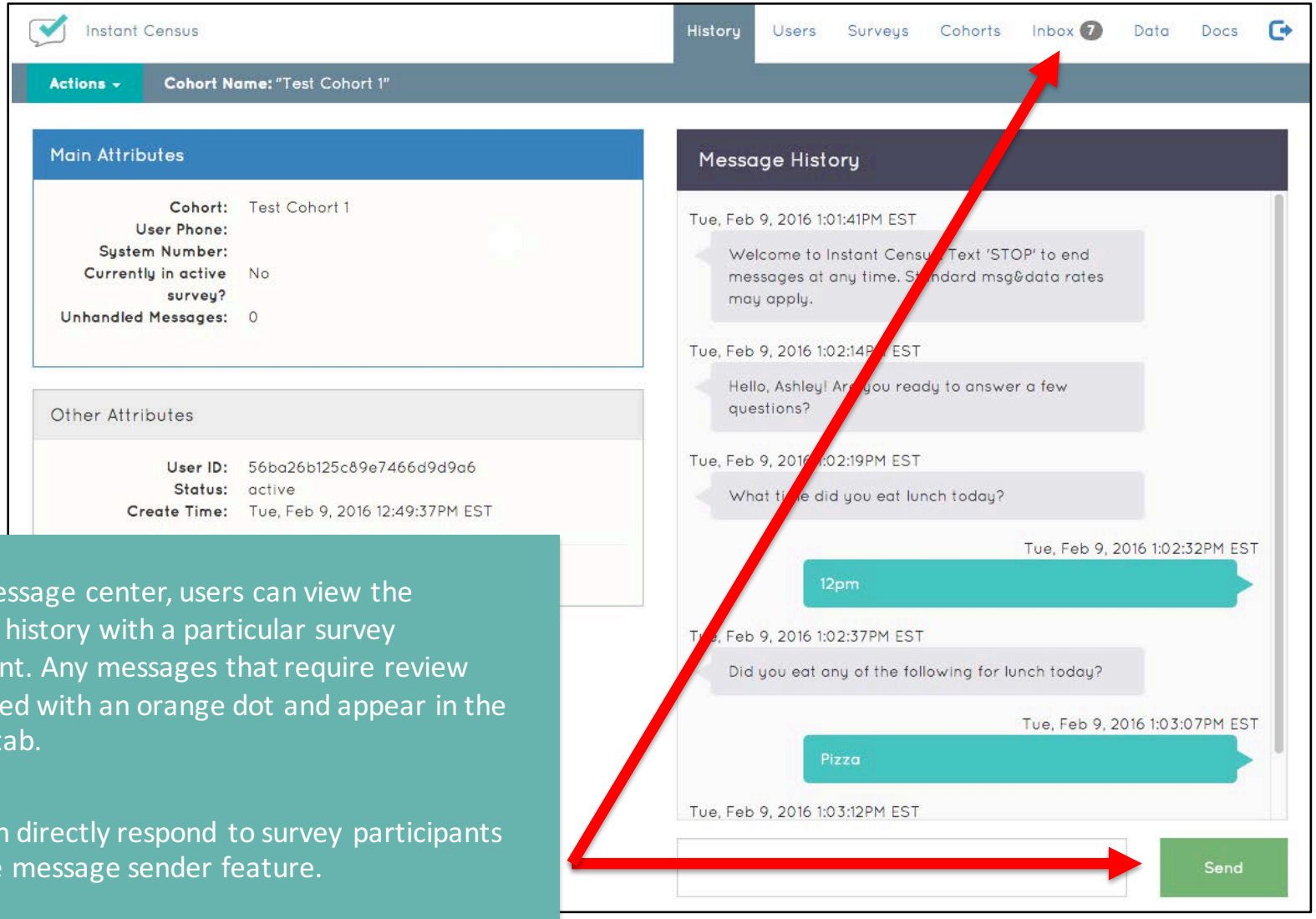


To view the message history for any survey participant, return to the "Users" tab in the top toolbar and click the paper airplane icon next to a particular survey participant's phone number.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Message Center



In the message center, users can view the message history with a particular survey participant. Any messages that require review are flagged with an orange dot and appear in the "Inbox" tab.

Users can directly respond to survey participants using the message sender feature.

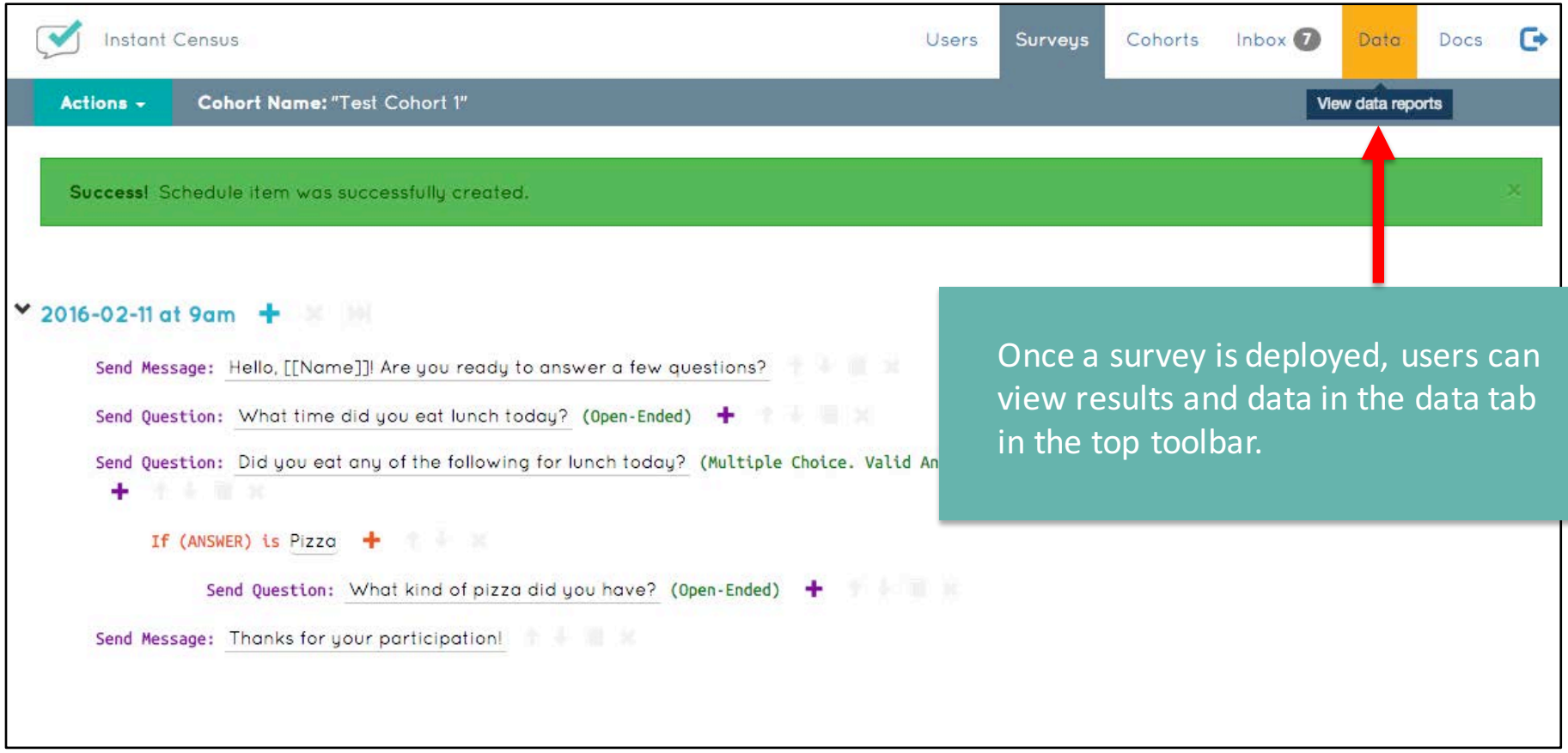
Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Accessing Data

© 2016 Zagaran, Inc. All Rights Reserved.

Accessing Data

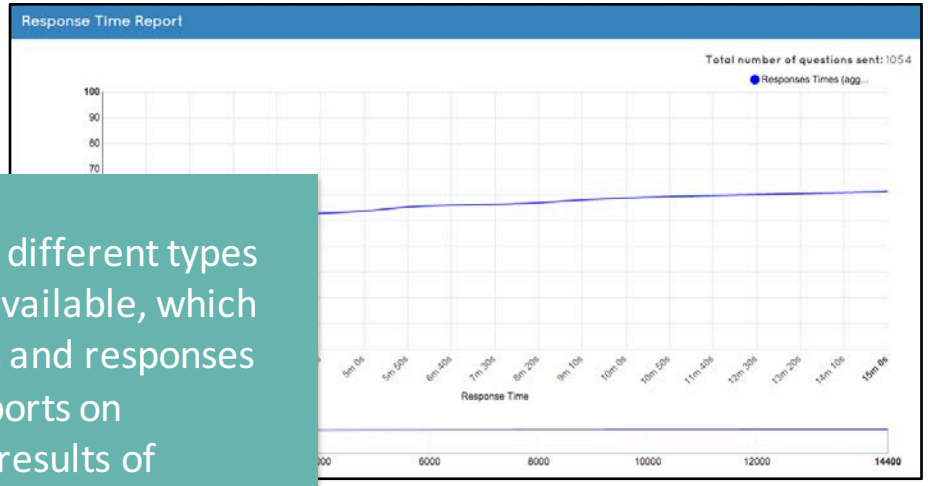


Once a survey is deployed, users can view results and data in the data tab in the top toolbar.

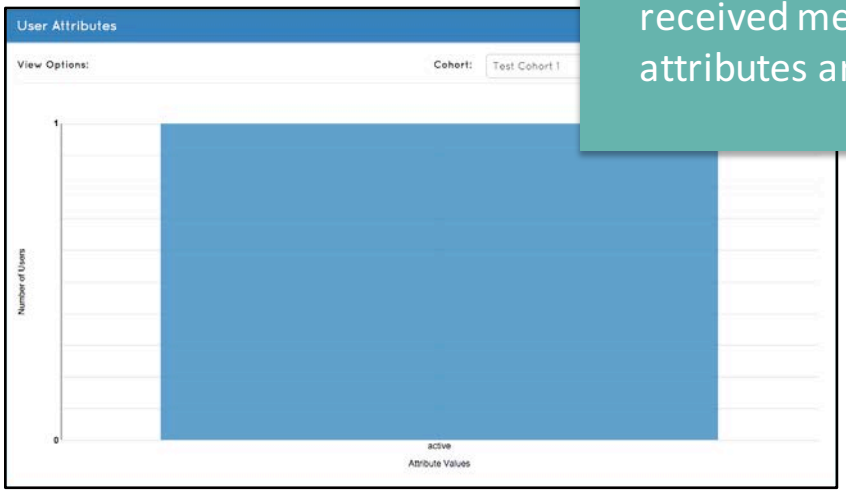
Instant Census

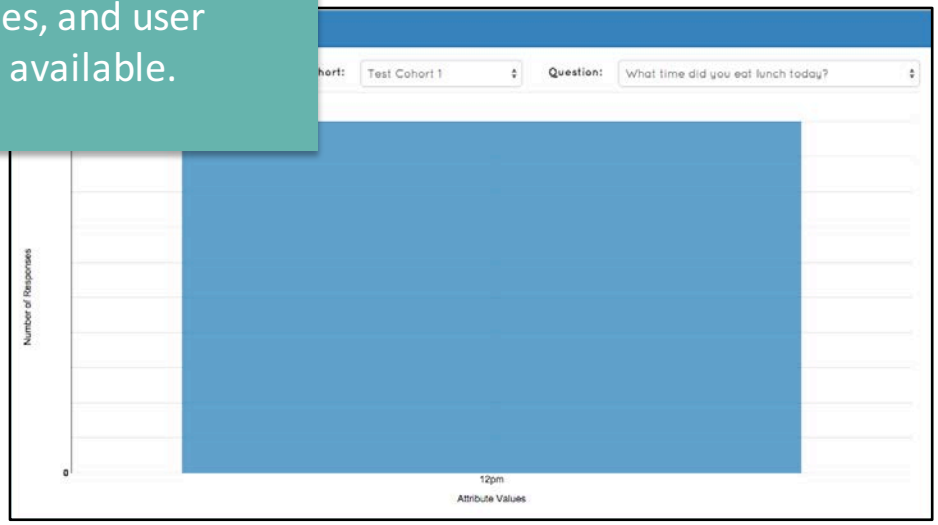
© 2016 Zagaran, Inc. All Rights Reserved.

Graphs In Real-Time



We have several different types of data reports available, which all reflect results and responses in real-time. Reports on response times, results of individual questions, sent and received messages, and user attributes are all available.





Instant Census

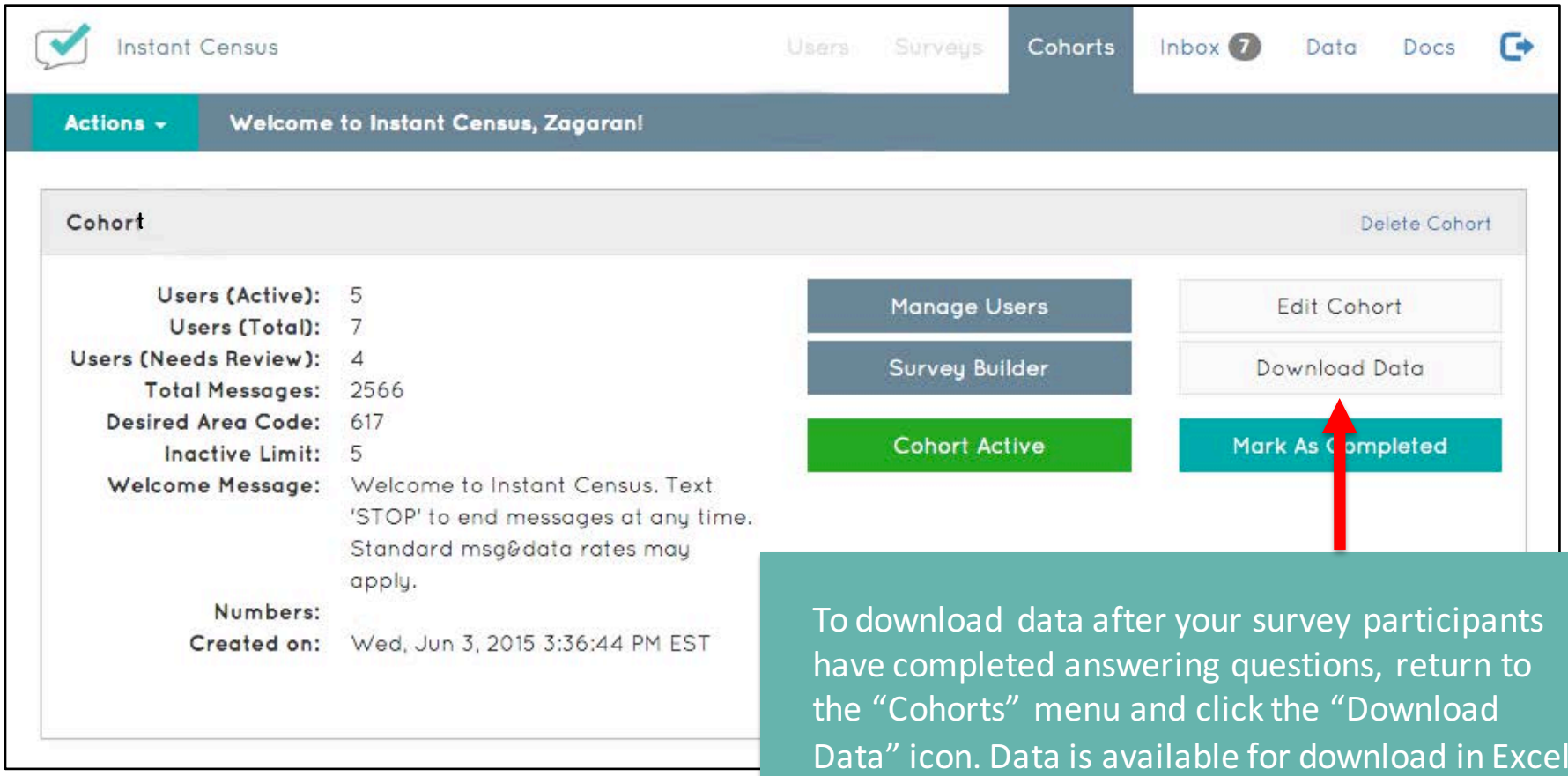
© 2016 Zagaran, Inc. All Rights Reserved.

Downloading Data

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Downloading Data



To download data after your survey participants have completed answering questions, return to the "Cohorts" menu and click the "Download Data" icon. Data is available for download in Excel and CSV formats.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.

Instant Census

© 2016 Zagaran, Inc. All Rights Reserved.