

Case Study

RosettaStone[®] 

 **Survey Analytics**
Enterprise Research Platform

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Enterprise Research Platform



Client:

Rosetta Stone - Fairfield Language Technologies

Fairfield Language Technologies publishes Rosetta Stone, revolutionary CD-ROM and online language-learning software acclaimed for its speed, power, and effectiveness. Each year, Rosetta Stone expands its prominence in retail and institutional markets worldwide: from language lab use in schools to networked corporate training to personal use at home. Teaching 29 languages to 5,000,000 people in over 150 countries worldwide, Rosetta Stone is the key to language learning success.

"I have used QuestionPro extensively for the last two years doing research first for the Marine Corps and now for Fairfield Language Technologies. The best thing about QuestionPro is that I can do almost anything I could possibly want to do with my surveys: from basic but vital things like having the right questionnaire format to creating reports, tracking response, inserting more sophisticated analytical tools like conjoint, etc. QuestionPro has the breadth and depth of tools that a marketing researcher needs to do his job. They are also constantly innovating adding new capabilities and expanding their services. They are more expensive than most similar sites but the price is not high for what they provide. QuestionPro is definitely a very good value for the money."

**Nino G. Ninov,
Director of Market Research and Analysis,
Fairfield Language Technologies**

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Challenge

Fairfield Language Technologies wanted a integrated survey deployment and data-collection platform to conduct research on a wide variety of new product initiatives. In addition to that, a built-in analytical toolset to enhance the research effectiveness was also part of the requirement.

Solution

After reviewing a number of solutions, Fairfield Language Technologies determined that having a hosted solution was the most cost-effective and efficient approach to meet their needs. Working with SurveyAnalytics, Nino Ninov, Director of Market Research and Analysis was able to evaluate and conduct a wide range of surveys.

Result

With data and insights from collecting feedback on new product initiatives as well as market research on existing products Fairfield Learning has a great understand of market trends in the language learning space.

Online Research Made Easy

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



SURVEY ANALYTICS LLC

SurveyAnalytics.com
3518 Fremont Ave N #598
Seattle, WA, 98109
USA

Global / Americas
Seattle, US
+1 (206) 686-7070

Europe / Middle East
London, UK
+44 (20) 7871-4079

Asia Pacific / Australia
Auckland, NZ
+64 (9) 950-3305