



Quick Reference Guide:

- Charity Organisation
- Flexibility of online survey tool has seen multi - departmental uptake
- Fast, efficient and easily adapted to internal or external survey applications as well as small or large scale projects
- Essential resource now used company wide

Multi - Departmental Survey Tool – Charity Organisation

The Company:

Oxfam works with others to overcome poverty and suffering. Oxfam GB is an independent organisation, registered as a charity, affiliated to Oxfam International, with partners, volunteers, supporters and staff of many nationalities – part of a global movement to build a just and safer world.

Typical survey projects include:

- **Fundraising surveys** – canvassing prospective contributors to seek feedback and expressions of interest.
- **Learning and development** – internal HR evaluations.
- **Polls** – instantaneous data relating to topical issues.
- **Employment applications** – online acquisition of applicant details.
- **Reader surveys** – ongoing feedback on publications.
- **Post event feedback** – fresh feedback from beneficiaries and participants alike
- **Website** – internet and intranet feedback projects

The Challenge:

Cost efficiency and maximum value are fundamental to not-for-profit organisations such as Oxfam. Add to this the need to constantly interact with stakeholders internally and externally to ensure all activity is relevant and producing the best possible result for Oxfam’s beneficiaries - a simple, flexible, cost effective communications tool is clearly required.

With previous experience using a number of alternative survey tools but becoming frustrated at the lack of support necessary to ensure optimum usage could be achieved, Oxfam turned to SurveyShack for help.

The Solution:

A SurveyShack.com Ltd White Label license was chosen as Oxfam’s preferred solution after consideration had been given to key factors such as adaptability, flexibility, accessibility (UK based) and the opportunity to achieve maximum utilisation of the tool across the whole organisation.



“Very soon the word spread about how this tool has applications in every department”.

“With the volume of data now being provided, the cost of this is merely pence per response and almost insignificant when the high value of the information is considered”.

The SurveyShack White Label solution provides universal application across all departments with survey-based, feedback and human-response data acquisition needs.

All departments within the organisation have easy access to the centrally administered tool. Those wishing to create and run their own projects can do so with minimal familiarisation whereas those wanting to take a ‘hands-off’ approach can simply make their request of anyone familiar with the tool who is available to assist, using a standard ‘project brief’ specification form.

“Very soon the word spread about how this tool has applications in every department” says Harriet Penrose, Research Manager. With relatively little internal promotion we soon had HR running Learning and Development projects, Marketing running website poll projects, IT running equipment review projects and a constant requirement for post-event feedback surveys – to quote just a few of the applications we use the SurveyShack tool for now’.

A strategic survey of over 2000 internal and volunteer staff also required translation into numerous languages. This service also offered by SurveyShack means large scale projects such as this can also be carried out with complete ease.

“With every new feedback application that we discover a need for, a quick call to the SurveyShack team if we need any assistance at all always results in our ending up with a simple and completely effective solution”.

The Benefits:

Oxfam have proven the complete adaptability of the SurveyShack White Label option to any organisational feedback, appraisal or even simple poll-type project. These can be internal, external or even a combination of the two - and on any scale.

“The SurveyShack tool is now an essential resource throughout the entire organisation”. With the volume of data now being provided, the cost of this is merely pence per response and almost insignificant when the high value of the information is considered’.

Even in situations where potential respondents might not have access to email (e.g. remote or field based staff), responses provided on a hard-copy version of any questionnaire are easily added using the same online interface. This ensures the data they have provided is easily incorporated into the overall survey project results also.

Compared with traditional feedback systems, usually mainly paper based, the speed with which up-to-the-minute information can be gained is far more in keeping with the demands of modern organisational efficiency. Being web-based also eliminates any IT system compatibility issues and ensures accessibility 24/7 from any web-enabled computer. Having such a rapidly deployable and accessible feedback gathering resource ensures Oxfam can react instantly to feedback from either internal or external sources and ensures they have every opportunity to respond immediately to any new and exciting sources of potential funds.

For further information on this or similar solutions, contact Richard Alexandre on rich@surveyshack.com or by phoning 08000 1999 04, or visit the SurveyShack.com Ltd website at www.surveyshack.com