QPSMR
What and Why?

What does QPSMR do?

FROM QUESTIONNAIRE DATA ENTRY/CATI THROUGH TO TABULATIONS

QPSMR offers an easy way to prepare questionnaires, conduct interviews and run tabulations/crosstabs. It is a complete system for questionnaire data entry to tabulations for market research surveys. The user interface is intuitive, making it easy to learn and ideal for both regular and irregular users of the software.

Why do people use QPSMR?

They like it!

We always like to ask customers why they use QPSMR and the most common answer we get back is quite simply 'We just like it!'

MRDC support it well

it is well supported with over 50 videos freely available on our website dedicated to QPS learning and information that help with both getting started in QPSMR and with some of the more specific challenges that might come up day to day.

It's easy to use & learn

it is a very intuitive software and people can get up and running very quickly.

There is an upgrade path

Ability to upgrade with the productivity features of MRDCL. Running QPSMR & MRDCL side-by-side, enables you to build a project in QPSMR and quickly transfer it (in literally five seconds) to MRDCL so that some of the difficult parts can be solved by scripting in a more productive way.

You can use it infrequently

being an infrequent user casts no problems with this software. People find they can go back to it having not used it for six months and work with it very satisfactorily.

CATI add-in is easy to take on

the CATI add-in is also very easy to learn and use, it does not need scripting, you can use the CATI module just by using menus and dropdowns.