

SmartSurvey launches brand new user interface and integrations

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TEWKESBURY, Gloucestershire – February 14, 2014 – [SmartSurvey](#), the UK's leading service for online data collection via surveys, questionnaires and feedback forms, has released a newly redesigned, advanced and intuitive user interface.

"SmartSurvey's new look is clean, fresh and intuitive but will still be instantly familiar to our users, many of whom have used SmartSurvey as their online questionnaire platform of choice since it launched in 2010," said Mo Naser, senior SmartSurvey Account Manager.

In the coming few weeks, SmartSurvey is set to welcome its 100,000th user, a significant milestone for a company that started life just three years ago as a web development agency with offices in Tewkesbury, Gloucestershire, specialising in ecommerce solutions for multinational enterprise clients.

SmartSurvey also recently announced an exciting new partnership with [Pure 360](#), an email / SMS marketing platform used by premium British brands including Rightmove, Virgin and Innocent drinks, among others. "We were thrilled with the opportunity to partner with Pure 360 and we're looking forward to growing our network of integration partners even further," Mo added. "We're very excited about what our developers are doing, both internally and with like-minded, forward-thinking, British tech companies, to bring great new features to our service."

SmartSurvey was launched in direct response to customer demand for a simple, stylish and social media integrated survey product that would allow them to directly reach the people whose opinions matter the most – clients, partners, patients, students and suppliers.

"In 2008, a client asked if we could assist with designing an online survey for a specific campaign. We diligently researched the market and discovered a wide gap in the UK and Europe for a quality service that was compliant with UK Data Protection regulations and offered personal, one-to-one managed survey services. We began developing SmartSurvey in 2009 and officially launched the service less than a year later."

Today, SmartSurvey is a trusted supplier of customised survey solutions to over 2,000 universities, colleges and schools, 1,000 government departments, 300 NHS hospitals, 200 police forces and 200 local councils, as well as over 500 of the world's leading brands across all sectors including Home Office, Metropolitan Police, MOD, NHS, BAE Systems, Shell, BP, Medical Research Councils, BBC, IKEA, Mercedes, Honda, Porsche, KPMG, Microsoft, Vodafone, Epson, Experian, Iceland, Bristol Groundschool and Wincanton, among many others. The company is also leading the way in helping British government agencies switch from traditional data collection methods to fully managed and hosted online solutions.

"In a nutshell, we offer a truly scalable, customisable and ultimately flexible online survey solution with service levels and price tiers to cater for every budget," Naser said. "Our average response time to a support ticket is just 45 minutes. Nobody else in the industry offers the level of personal customer support that we do."

The company also offers a discount to students, schools and non-profits, and works closely with the educational and public sectors to help customers make the switch from traditional data collection methods to fully managed and hosted online solutions.

In 2014, SmartSurvey plans to employ new staff to expand the business; continue to add new powerful features to its service; offer more options and features for mobile devices; partner with other technology companies; build API tools for integration with other online tools; look for investment opportunities help further growth; and acquire ISO certification.

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