

KLA Tech: Online surveys launch with an impressive debut

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After its first successes in the online research market in 2007, KLA ran a truly impressive online project reaching a sample of 28'000 respondents early in 2008, which lead to the formation of KLA Tech, a division of KLA

KLA Tech's primary focus is online research offerings. The acquisition of an international survey tool allows KLA Tech to conduct online surveys on an ad hoc basis as well as building online panels (especially useful in longitudinal studies). Online surveys are custom-designed and can include features like product sorting by image and video streaming which can be used to expose respondents to audio-visual stimulus materials.

Online studies have no borders; respondents can be accessed quickly in a variety of locations without the need for traveling and turnaround times are vastly reduced.

Using a client supplier list, KLA Tech conducted an online quantitative study reaching 7'800 South African respondents from all demographics across the entire country in just 2 weeks.

The online study included a live client portal from which our client was able to observe up-to-date responses in real time as surveys were completed.

"This is just the tip of the iceberg," says KLA's Head of Technology, "advances in technology allow us to offer our clients quicker and more economical methods of data collection. And there's more exciting online offerings in the pipeline. KLA is fully committed to capitalizing on all the advantages of modern technology. Watch this space."

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