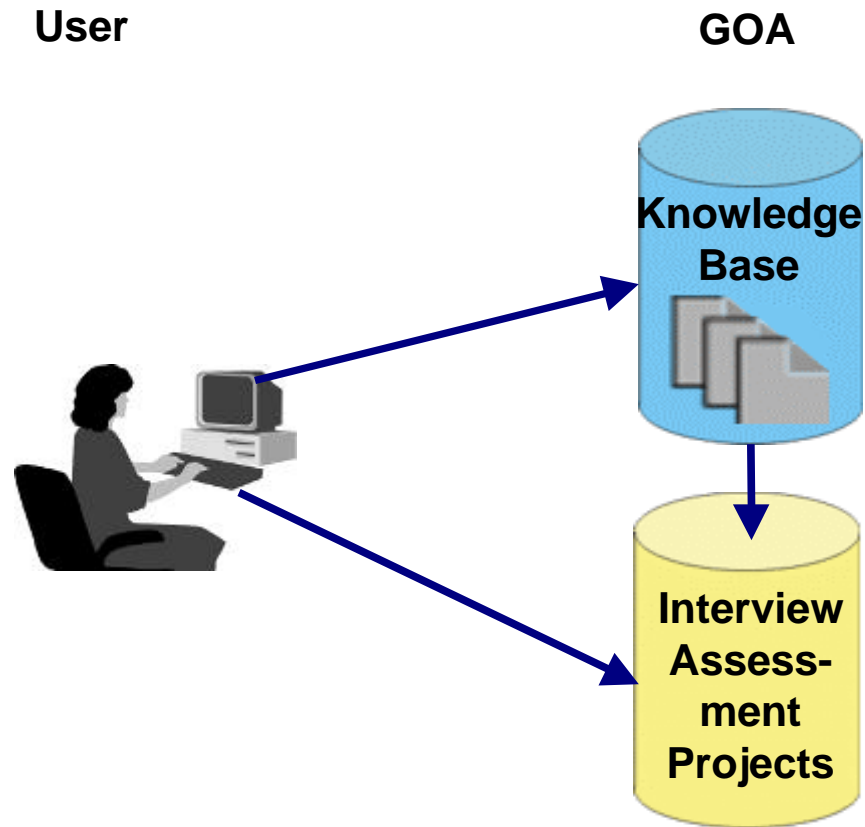




GOA-WorkBench is based upon the **G**roup **O**pinion **A**lyser, an extensive and modular software solution for the creation, implementation and evaluation of surveys of any kind.

GOA supports, theoretically, all survey- and assessment-supported management techniques which have been tied in to GOA through a corresponding “knowledge base”.

The number of these knowledge bases is continuously being increased.

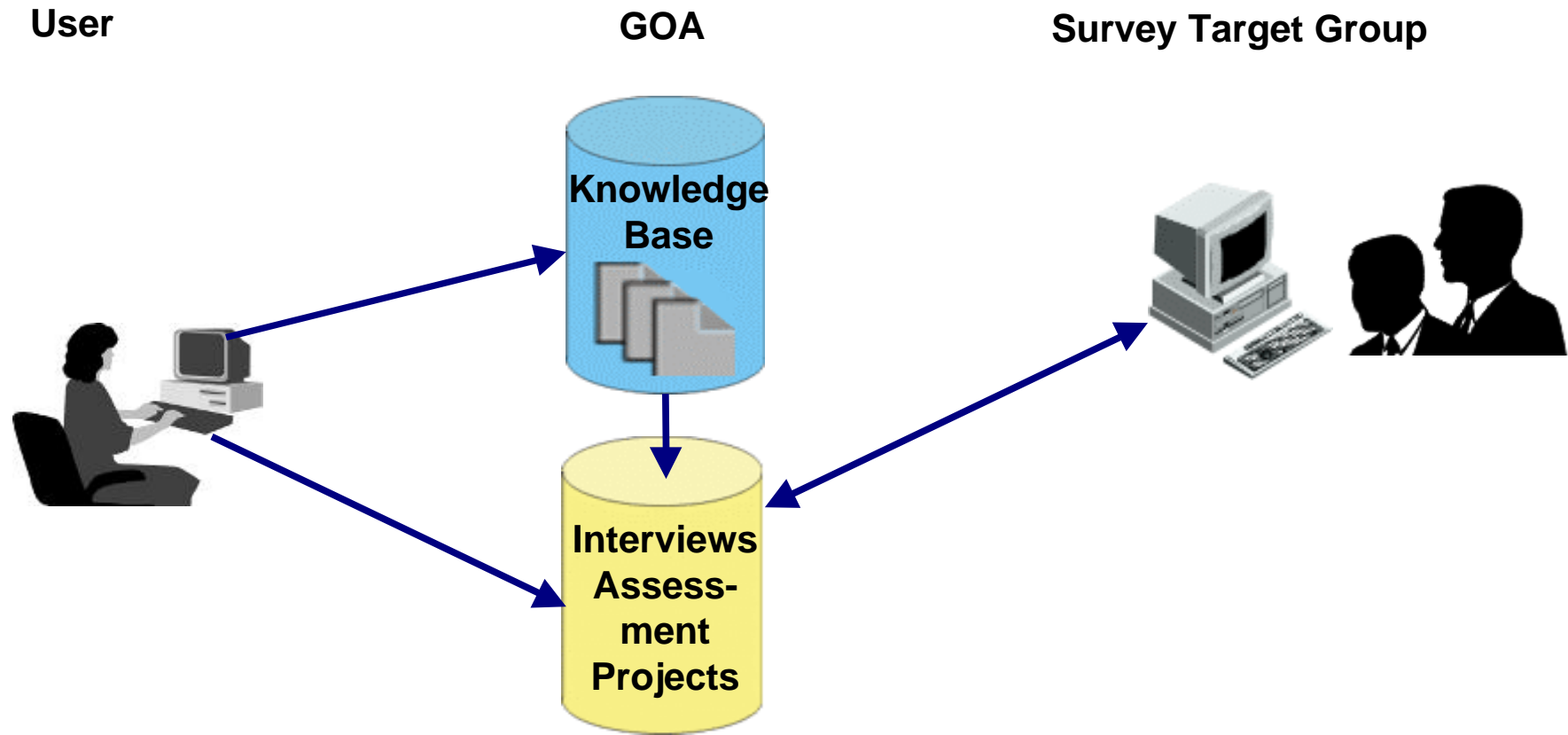


In the creation of a new survey GOA supports you first of all in the preparation of a catalogue of questions, which are related to the subject in question.

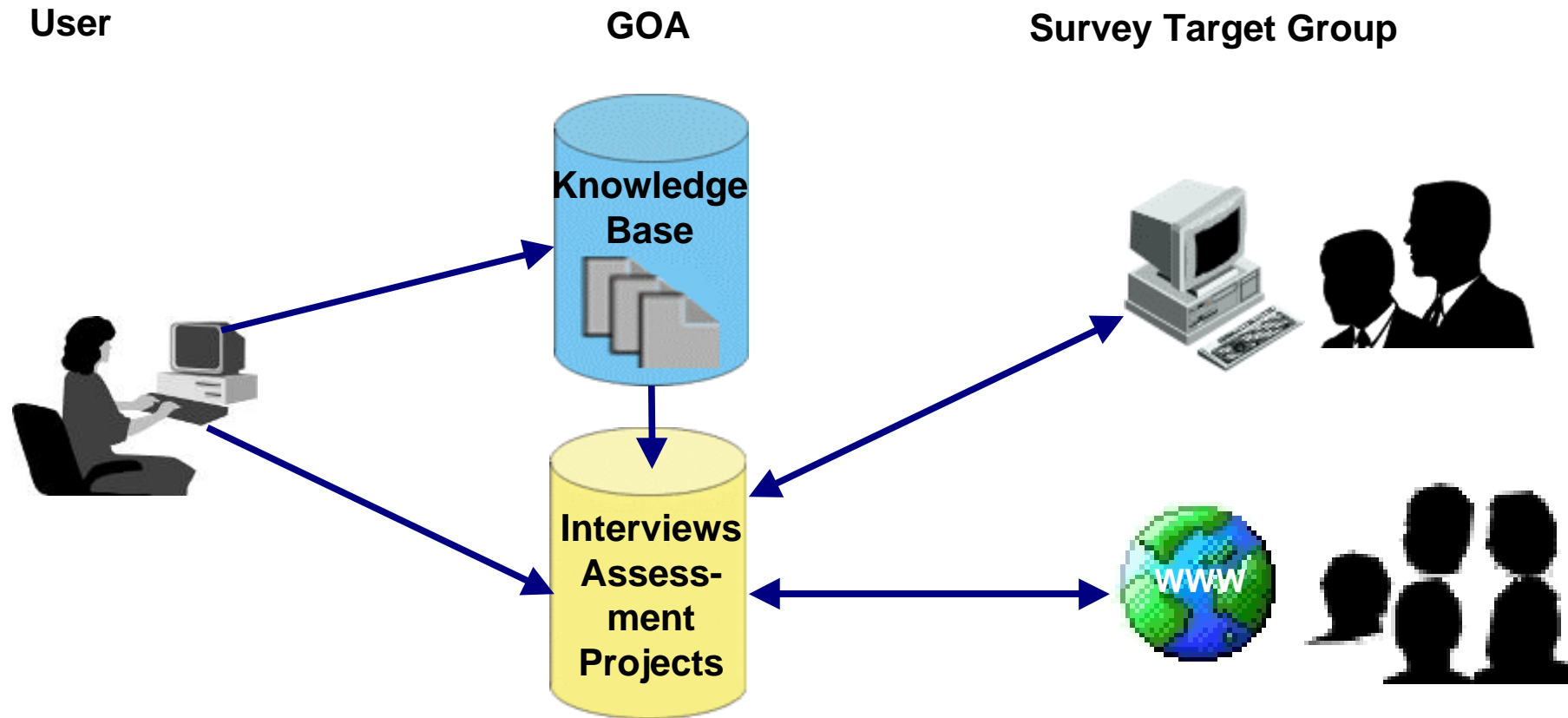
Suitable questions are selected from this catalogue and can be adapted to the requirements of the specific survey.

Selecting, for example, the question: "How reliable do you perceive our product to be?", the text can be edited to read: "How reliable do you perceive our washing machine type ABC to be?" in order to ensure an exact fit to the scope of the survey.

Using different "versions" of survey, the same survey can be created in different languages, enabling the survey to be conducted internationally.

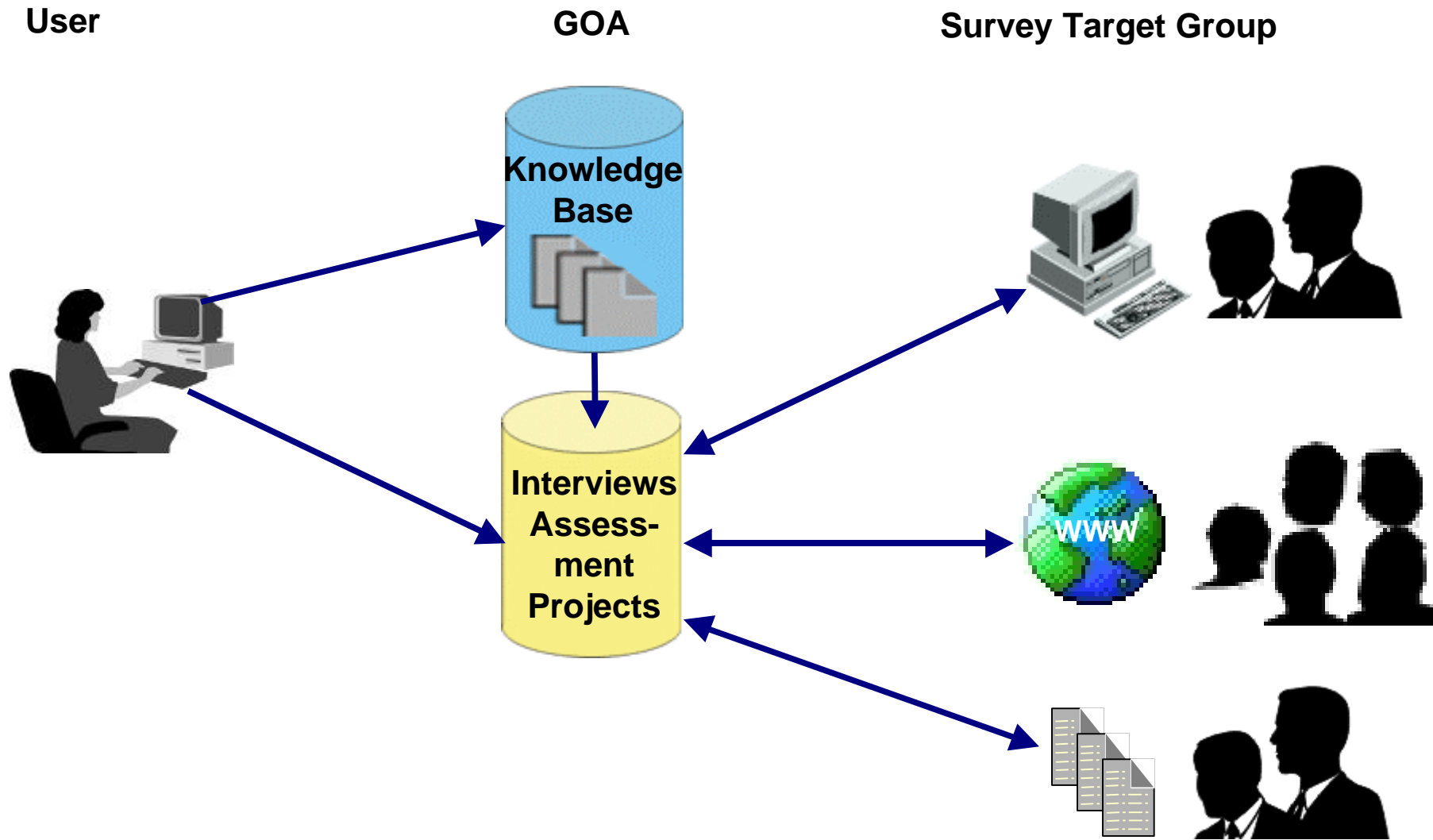


The next step is to define the target group, and the way in which the survey is to be conducted – either in printed form and sent by post, or through the electronic distribution of so-called satellites. These are small files containing both the questionnaire and the program necessary to carry the survey out.

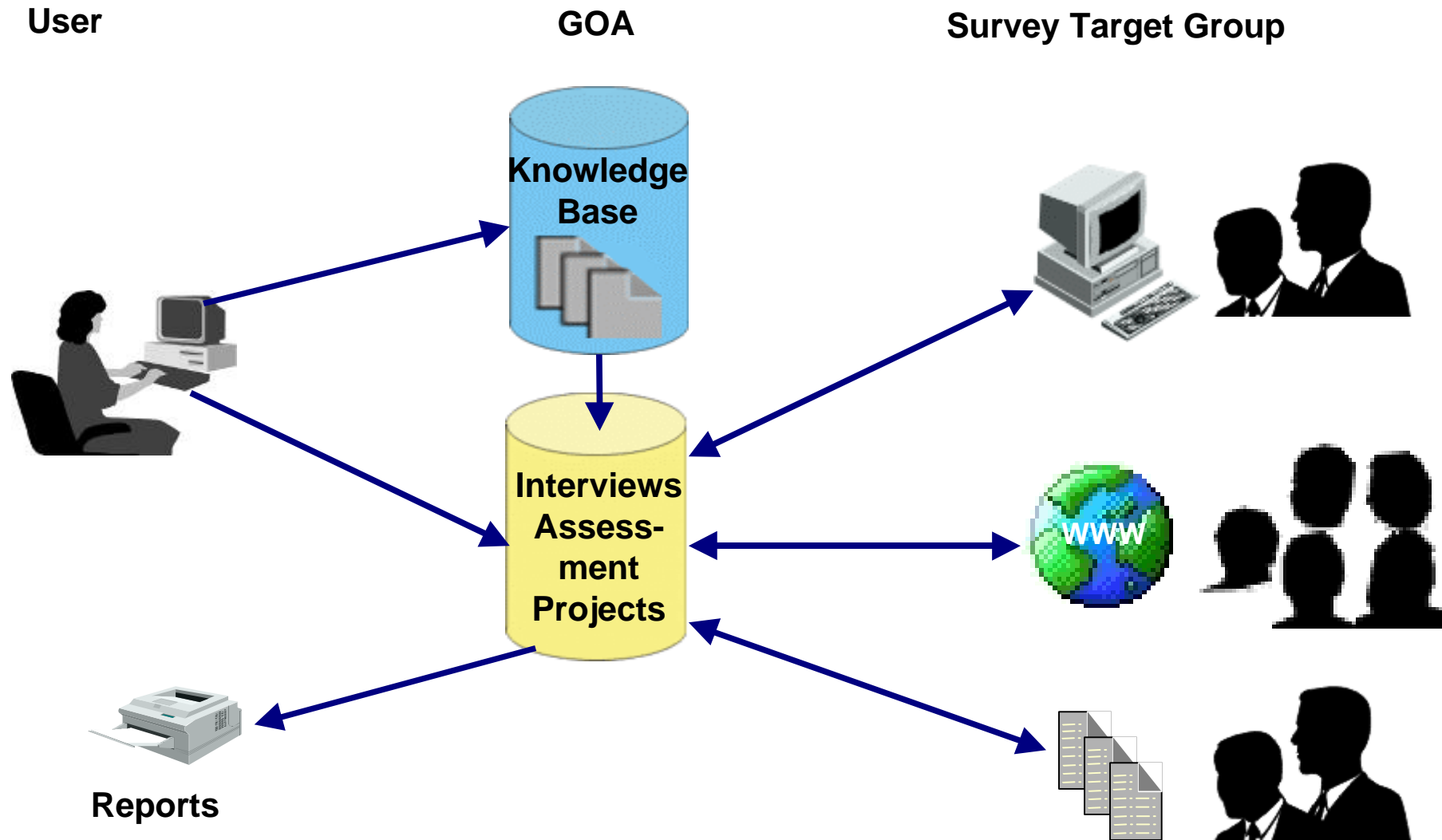


A further option is to make the survey available via an internet server.

In this case it is, however, the server must be able to work with Active Server Pages. Otherwise the application responsible for the reading and evaluation of the survey responses must be hosted on another server. Then the collected data are read by GOA, and statistically analysed.



Should it be necessary to conduct the survey amongst people who available neither via internal network or the internet, the questionnaire can be printed and a paper version distributed.



GOA also provides functions which enable the creation of detailed reports from the data collected and analysed. The reports can be generated both in HTML or MS-Word file formats.

In either case numerous filter functions are available to control the format of the report.