

Case Study

Senator Alan Bible Center for Applied Research

The University of Nevada, Reno's Senator Alan Bible Center for Applied Research uses Cardiff TeleForm to expand its research capabilities.

As a Carnegie Research University, the University of Nevada, Reno conducts more than \$87 million in research grants and contracts annually, and is consistently one of the nation's top recipients for research grant dollars.

The university's extensive capabilities include the Senator Alan Bible Center for Applied Research (SABCAR). Housed within the College of Human and Community Sciences, this academic and multidisciplinary institute provides expertise both in-house and to state and federal agencies in all aspects of research and statistical data collection, design and analysis. The Center for Applied Research also processes surveys and compiles the data electronically for easier analysis.

The Challenge

Before implementing Cardiff® TeleForm®, the center did not consider paper-based survey projects, concentrating its efforts on phone-based opportunities. Manually processing pencil/paper surveys was too time-consuming and expensive, and it was difficult for the center to afford a staff that could enter data with a high level of accuracy.

As the demand for phone survey projects dwindled and the industry standard shifted almost exclusively to mail-based, Kendall Stagg, the center's data manager, was prompted to rethink the center's business strategy. When the center was poised to accept a large nurse practitioners' project with more than 7,000 multi-page surveys, they were faced an overwhelming manual processing cost. Stagg needed an automation solution, which he found with TeleForm.



"I had been approached by several automation software companies and was not impressed with their products," Stagg said. The University's Medical School, a long-time TeleForm user, had recommended the application, and by happenstance, Stagg received a well-designed scannable survey in the mail around the same time. After discovering the survey source—TeleForm—he decided it was time for a demo of the information capture system.

"It was the only software that remotely caught my eye," Stagg said. After the demonstration, he quickly made the decision to purchase TeleForm, knowing that the revenue from the nurse practitioners' project would pay for the application, and give the center an asset to retail.

The Solution

During the initial installation process, the center opted out of the training service since the application was so user-friendly. As a result, Stagg and his co-workers had limited knowledge with the application, and the center was not able to use the application to its full advantage for almost a year after successfully completing the first outside contract using TeleForm.

Stagg contacted Sue Baker, an account executive at Scantron, to inquire about additional training. Scantron is one of Cardiff's global network of certified Channel Partners—partners that promote, sell and support Cardiff products and provide clients with a complete eTransaction solution.

Customer at a Glance

University of Nevada, Reno (SABCAR)

Industry: Education

Application: User surveys

Challenge: Improve data quality and timeliness to better track effectiveness

Solution: Cardiff TeleForm

Results:

- Purchase time to production: Two days
Return-on-investment completed in one project
- Increase in client base: The center maintains six ongoing relationships and several dozen projects for smaller clients
- Streamlined production: TeleForm Enterprise networking capabilities allows for multiple person access
- Quicker project turnaround time
- Increase in accuracies: Automation greatly reduced manual entry errors

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Kendall Stagg, Center's Data Manager

Baker visited the campus for a face-to-face meeting, and realized within five minutes that there was a strong need for training. Baker said, "I stayed for two days and was able to teach them more in about 16 hours than they had been able to learn on their own in a year."

Stagg welcomed the additional training. "I recommend to anyone purchasing TeleForm to invest extra money in training. It's an easy-to-use application, but it just doesn't make sense if you can't use it to its maximum potential."

The Benefits of Cardiff

Since the TeleForm implementation and its subsequent training session, the center has the internal resources to bid on survey processing projects from other universities and local, state and national government agencies, essentially acting as a service bureau.

"We've expanded the scope of operation and have been able to inherently increase business coming into the center," said Stagg. "TeleForm has allowed us to be cost effective, timely and more accurate. It has also made us more stable—we have a constant stream of work coming into the center. We've also referred other departments at the University of Nevada, Reno to Scantron to see if they could use TeleForm."

The Center for Applied Research results include:

- Purchase time to production: Two days return-on-investment completed in one project
- Increase in client base: The center maintains six ongoing relationships and several dozen projects for smaller clients
- Streamlined production: TeleForm networking capabilities allows for multiple person access
- Quicker project turnaround time: Projects are now measured in weeks, rather than months
- Increase in accuracies: Automation greatly reduced manual entry errors
- AutoMerge Publisher™ enables the Center to

customize forms for clients, adding another level of customer service

Due to its quality of work and success with TeleForm, the center was granted two long-term projects from the state of Nevada—the Childcare Workforce Study and Temporary Assistance to Needy Families (TANF) Levers Study. The two projects will constitute 50 percent or more of the center's projected revenue in the next three years.

In early 2001, the center purchased AutoMerge Publisher, an add-on application that allows for form customization. This feature gives the center another level of customer service for its clients, and will play a major role in survey development for the childcare and TANF projects.

Continued Support

Two days of personalized, on-site training with Scantron provided the center with the necessary tools to be successful with TeleForm. Scantron continues to provide assistance to the center, giving one-on-one support to help solve any problem, as well as developing the most appropriate uses of the application. This is an ideal example of how companies can benefit through Cardiff's Channel Program.

"The advantage of being a reseller for Cardiff is that we can train a client based on their exact needs," Baker said. "Our efforts can be focused, which is time efficient for us and cost efficient for the client. We continue to support the center today to ensure that the staff is running at the most productive level with TeleForm."

Future Growth

Stagg owes the recent success and growth of the center for Applied Research to TeleForm, and is considering taking its services to an even higher level.

"We're discussing adding PDF+ forms," he said. "We hope that by adding this module, the center can give survey participants even greater response options, such as filling out a form online. By offering more options, we can increase our response rate and provide a more comprehensive service."

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Kendall Stagg, Center's Data Manager

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