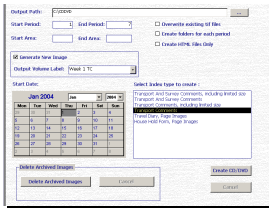


Case Study ... Travel Survey Editing Application for I-view

The Customer

I-view is Australia's premier data collection and dissemination agency with over 20 years experience in market and social research, data processing and other allied services. Their reputation for integrity, reliability and quality make them the supplier of choice for researchers, government agencies and the private sector.

The Contribution



I-view had a contract to process the South-East Queensland Travel Survey and urgently needed a system to manage the geocoding¹ and clarification² of the survey data. As there was to be an initial Pilot Survey to fine-tune the survey forms, a flexible solution was developed to allow easy alterations to the survey forms without requiring database changes.

The solution used a SQL Server database with a Microsoft Access front-end for configuration and management. Geocoding and call-centre staff were provided with a browser based interface for processing the data.

The call-centre supervisors were also provided with a browser based interface for managing their staff. This included a job scheduling system so report generation could be scheduled for over-night, to avoid any performance impact on the call-centre application.

The application also managed the export of data to the client. This included not only the clarified survey data, but also the scanned images of the survey forms with a HTML index to allow easy viewing of these images.

As additional surveys were processed by the system, features were added to allow the Configuration & Management application to easily switch between these surveys. Also, different visual themes, or "skins", could be selected for the browser interface to ensure geocoding and call-centre staff did not accidentally log in to the wrong database.

The Result

The application not only met the needs for the initial survey, but was also used for additional travel surveys in Queensland and Victoria, hence improving the ROI for the project.

"While a lengthy planning and development phase would have been ideal, the nature and timing of this project meant that much of the development by THINKKronicity was done close to real-time. The solution they created provided the flexibility and scalability to fine tune processes over the course of the original project as well as subsequent projects."

The Quote

*... Mr Mark Davis, Account Manager,
I-view Pty Ltd*

I-view

The End

- ¹ Geocoding refers to the task of determining the geographic location for each stop in a person's journey on the travel day, based on matching (often incomplete) descriptive information, such as street address, building name, nearest landmark, etc with a database of around one million geographic locations in the travel area. The system performed automated matching and then referred on incomplete matches for manual processing.
- ² Clarification matches was performed by applying a series of rules to determine missing trips, inconsistent data, etc. These exceptions were presented to call-centre staff using a web-browser. The staff would then call the respondents to clarify these details. The system also incorporated call-back and appointment scheduling as well as tracking and reporting call-centre performance and effectiveness.