CUSTOMER STORY

Professional Development and Research Institute on Blindness

For more than 21 million visually impaired Americans, the Professional Development and Research Institute on Blindness (PDRIB) provides professional training and research that empowers blind individuals to lead more independent lives.

Because the Institute surveys people who are visually impaired, researcher Mary Ann Mendez needed a feedback platform that could work for the researchers and the respondents who were blind. Alchemer provided the team with robust functionality to design advanced surveys, but it also offered built-in accessibility not found anywhere else – allowing both visually impaired researchers and respondents to interact with the platform quickly and easily.

This level of accessibility doesn't just make it easier to collect data. With better survey design, broader reach, increased completion rates, and higher quality data, Alchemer allows the PDRIB to produce more insightful research in less time.

ABOUT PDRIB.

The Professional Development and Research Institute on Blindness (PDRIB) provides outstanding professional preparation for individuals entering the field of working with blind children or adults. It also conducts research that broadens and deepens understanding about blindness and the best methods for increasing independence for individuals who are blind or visually impaired.
Visit www.pdrib.com/

ABOUT ALCHEMER.

Founded in 2006, Alchemer puts feedback in the hands of the people who can take action, through the systems they use every day. We help customers make feedback core to their business. With more than 15,000 customers, including some of the most trusted brands, Alchemer collects more than a million survey responses every day.
To learn more, call Alchemer at 1.800.609.6480 or visit www.alchemer.com today.

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Worked so well.

Everything worked so well. There's isn't anything I haven't been able to accomplish.

Mary Ann M.,
Researcher, Professional Development and Research Institute on Blindness

" **More accessible.**

I spent 80% less time programming surveys. I'm not limited, and neither are my respondents because Alchemer offers a platform that is much more accessible than anything we've had before.

Mary Ann M.,
Researcher, Professional Development and Research Institute on Blindness

"Alchemer has bent over backward for me," Mary Ann said. "I know if I get stuck, I can reach out to Alchemer and I'll get excellent service and support."

IMPLEMENTATION MADE EASY

Learning a new platform can be hard, especially when you are dealing with accessibility issues. Mary Ann expected Alchemer's learning curve to be like other survey software – steep. However, Mary Ann was surprised at how easy it was to work within Alchemer. "I had my first survey up and running within a few days."

TAPPING INTO MORE ADVANCED FEATURES

In the past, accessibility issues made survey design increasingly difficult. Integration with screen readers – the technology that reads the contents of any given webpage out loud – was extremely problematic. Mary Ann was often left to guess what was on her screen, and this put limits on the types of surveys she could design.

That changed with Alchemer. "I know what's happening and don't have to guess at what information on the screen means anymore," said Mary Ann. "Having Alchemer allows me to broaden my design capabilities and work with PDRIB to create more advanced surveys that collect higher-quality data."

STREAMLINED ANALYSIS

"Because Alchemer offers flexible and well-designed reports, we're able to interpret the data more effectively," Mary Ann notes. "Information is presented in a way that makes more sense and is much more fluid. This has saved many hours of analysis because we don't have to manipulate and clean as much data on the backend."

THE IMPACT OF ACCESSIBILITY

By taking the guesswork out of what's on their screens, designers can now focus on what they do best, respondents can give more thoughtful answers, and analysts can spend more time on analysis and less time on data manipulation. According to Mary Ann, "We not only collect more insightful data but can take action on it more effectively too."

Mary Ann adds, "Time spent programming surveys, tech support, and collecting feedback by phone has decreased dramatically. All while the number of completed surveys has gone up. I'm no longer limited, and neither are my respondents because Alchemer offers a platform that is so much more accessible than anything we've had before."

Alchemer
Formerly SurveyGizmo

Call your account manager or 800.609.6480 to learn more.

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