

CASE STUDY

Researchscape ResearchStory

Why Researchscape Built ResearchStory Enterprise Exclusively on the Alchemer Platform

In 2022 Researchscape International grew by 31 percent and faced the conundrum of how to do more without hiring. “We leaned into automating more of our own processes,” explains Jeffrey Henning, Chief Research Officer of Researchscape International. “We launched about 50 surveys last month, and we wouldn’t be able to do that without the automation we’ve done.”

ResearchStory Enterprise, which works exclusively with the Alchemer Platform, was born from this effort. ResearchStory Enterprise automates many aspects of survey programming. Using its own scripting language, the solution makes it possible for customers to provide an outline of a survey they want to run, and ResearchStory Enterprise can program the rest, saving customers hours.

WHY ALCHEMER?

Researchscape International chose the Alchemer Platform and to become a partner because the API is so flexible, supporting efforts to automate survey programming, data cleansing, and analysis. “We can ask the API in which language the respondent took the survey,” notes Jeffrey. “Then we can call Microsoft’s machine translation to translate the open-ended questions. We can’t do that with anybody else. Nobody else’s API tells us that.”

AUDITING LOCATIONS AND TIME

While most respondents are honest and generous, some paid panelists take surveys just for the incentive. The API helps provide details to remove such respondents. “If the survey asks what state the respondent lives or works in, we classify that as a location question,” says Tony Cheevers, Customer Success Officer

at Researchscape International. “Then we compare the answers to the geolocation data. And we apply a penalty if they respond from somewhere not nearby.”

“One time, we had 50 respondents take a B2B survey in Santa Fe at 3:00 AM,” adds Jeffrey. “If somebody is taking a survey in the middle of the night, that’s a flag. If 50 people are, that’s probably fraudulent.”

DESIGNED FOR BUSY STORYTELLERS

“We primarily work with people who are trying to tell a story,” explains Tony. “It could be a content marketer, the head of HR, or a public relations or corporate communications person. They’re trying to inform a press release, an internal communications piece, or some content marketing, and they need data to better tell that story.”

“When we talk to corporate researchers and others, everyone is short-staffed. So, really, it’s a productivity issue. Qualtrics users tell us that it takes them days to analyze their data, but with ResearchStory and Alchemer, it takes hours.”

Jeffrey Henning,
Chief Research Officer
Researchscape International

“We integrate with several platforms, but **ResearchStory Enterprise is exclusively on the Alchemer Platform** because we thought everybody would benefit in the same way we have from further automation.”

Brad Patton,
Chief Software Architect at Researchscape International

WORKING WITH ALCHEMER

“I can tell you that not all the platforms provide easily parsed data,” says Brad Patton, Chief Software Architect. “We integrate with several platforms, but ResearchStory Enterprise is exclusively on the Alchemer Platform because we thought Alchemer users would benefit in the same way we have from further automation. With ResearchStory Enterprise, we are doing more to help people create surveys by pushing data up to the Alchemer API and then pulling down the responses for data cleaning and analysis.”

THE BEST EXPERIENCE

The original ResearchStory solution works with SurveyMonkey, Qualtrics, and Forsta, but the company always felt the best experience for their customers is Alchemer. “The Alchemer API is very rich and lets us do things that the other applications don’t,” says Jeffrey. “With the new ResearchStory Enterprise, we have automated many aspects of survey programming. Users still must program skip logic and panel integrations, but we do as much as possible through the Alchemer API.”

The Researchscape team discovered that they had to make changes in the original ResearchStory because Qualtrics became too expensive. “Our Qualtrics solution no longer uses their API because most people can’t afford it,” explains Jeffrey. “We’ve learned that we never have to say no to a client if they’re using Alchemer, because we can implement pretty much anything with the Lua scripting language in Alchemer.”

ABOUT RESEARCHSCOPE INTERNATIONAL

Researchscape International, founded in 2012 and headquartered in Sarasota, Florida, with offices in St. Louis, Missouri, and Ottawa, Canada, is an agile survey-research consultancy and SaaS firm delivering PR surveys, omnibus surveys, automated reporting tools, and other research-related services to marketers and agencies. Its surveys are frequently used to drive thought leadership, support content creation, and help grow organizations’ public profiles. Custom surveys support product launches, crisis communications, customer satisfaction, and more. Learn more at <https://researchscape.com/>

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**Call your customer success manager or
800.609.6480 to schedule a demonstration.**

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