

# Transforming Survey Processing for a Marketing Consultant Health Group



## Streamlining Survey Workflow Efficiency

A leading marketing consultant health group was looking to outsource the survey processing portion of their current business model. This process was currently being handled in-house, but there was a need to ramp up allowing them to run multiple client surveys concurrently.

The challenge was to process approximately 70,000 surveys over the year – there were multiple versions of surveys and they all required a quick turnaround. Each survey was labeled with a unique identifier ID code which kept track of which response belongs to which unit and to avoid duplicates.

### Mapping Out a Multi-Faceted Solution

The images of each survey were uploaded onto the ARDEM's secure cloud platform. Each survey form required some development and programming to automate and improve data accuracy and data entry. ARDEM implemented a multi-phase solution to ensure a successful outsourcing relationship. The first phase was to better understand the existing workflow and to streamline it for speed, accuracy, and efficiency. Data Security was addressed at multiple levels and ensured both HIPAA and GDPR compliancy.

### Key Benefits

- Process Multiple Formats
- Automated Processes for Increased Accuracy
- Managed Mailing Services

### What Services Does ARDEM Offer to Streamline Your Survey Processing?

- Direct Mailing
  - ⇒ ARDEM sets up a PO Box to directly receive and scan surveys increasing turnaround time.
- Digitization of Paper Surveys
  - ⇒ Utilizing our high speed scanners, we can scan, upload, and index surveys should they need to be referenced.
- ARDEM Automation
  - ⇒ Combining machine learning and artificial technologies data from the images are quickly extracted and ensures high accuracy of data.

Using a combination of machine learning and artificial intelligence, ARDEM's automation platform created data validation routines to programmatically run a comparison between double key data entry to flag any discrepancies ensuring data accuracy.

After the successful completion of the pilot phase, the second phase began which increased the volume into 25 different surveys into full production allowing the company to a smooth full-scale transition over the course of a month and a half. Once in full production, volumes increased to 50 different surveys and were handled daily by ARDEM which allowed the company to focus more on building competitive advantages through innovative business strategies.

## Continuous Drive Towards Success

The company has found ARDEM to accommodate their high volume, need for data accuracy, and short turnarounds while keeping an open line of communication should any changes occur. Through this ongoing partnership, additional services such as receiving the surveys in a dedicated PO box where surveys will be scanned onsite have been discussed to outsource the entire process. The marketing consultant company has found ARDEM to not only decrease their operational costs and improve productivity, but also transform their current business model to actionable business growth insights.



**When dealing with paper surveys with various formats it quickly becomes a time consuming task. ARDEM offers a complete survey processing solution from beginning to end. We receive the surveys directly from the mail, scan them, verify surveys, and process them with a quick turnaround.**

### About ARDEM Incorporated

ARDEM Incorporated delivers success companies looking to efficiently streamline their processes and improve ROI. We implement the world's most sophisticated Technology platform combining human interaction with advance technologies to automate business processes and lower operational costs.

**ARDEM Incorporated**  <https://www.ardem.net>

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