

LabSurvey is our proprietary online marketing survey software. Create and manage your own marketing surveys which can be easily distributed via email mailings or embedded in your web site. No specialist knowledge is necessary and your surveys can be constructed to include all formats of questions from simple multiple choice type responses through to complex 'matrix' questions allowing respondents to give scoring style responses.

The screenshot shows a web-based questionnaire interface. At the top, there is a banner with the text "Questionnaire help us to understand your needs" and the "Pico drop" logo with the tagline "µl spectrophotometry made simple". The main content is divided into two sections: "FISH n' CHIPS Questionnaire" and "FISH Questionnaire".

FISH n' CHIPS Questionnaire

1. Which of the following best describes your Institution/ Company/ Organisation?*

- Academic
- Commercial Testing Laboratory
- Government Institution
- Healthcare network/ Facility
- Medical Diagnostics
- Medical Research
- Private Research
- Other, please specify:

2. Which of the following best describes your current role?*

- Graduate student/ Research assistant
- Post-Doc fellow
- Professor/ Teacher
- Staff Scientist
- Laboratory Director/ Supervisor/ Coordinator
- Laboratory technician
- Other, please specify:

Next

FISH Questionnaire

4. How long have you used our products for?*

Up to 1 month 1-6 months 6 months - 1

5. How often do you use our products?*

Once weekly 2-3 times a week Once mc

6. Which CytoCELL Products do you currently use?*

- Multiprobe - T , Telomere Panel
- Multiprobe - I , Satellite Panel
- Multiprobe Octochrome , Painting Panel
- Multiprobe - CLL , Leukaemia Panel
- Liquid Enumeration Probes
- Liquid Microdeletion Probes
- Liquid Telomere Probes
- Liquid Whole Chromosome Paints
- Other (detail below)

7. Please tell us how you rank CytoCELL for:

(4=Excellent 3=Good 2=Average 1=Poor)

Availability	4
Quality	<input type="radio"/>

"An excellent software and very easy to use by both us and the customers. I was amazed by the number of replies." CytoCELL Technologies Ltd

"An invaluable tool for gaining up to the minute market research." Cytomyx

Branched Surveys

Complex structured surveys can be easily created ensuring respondents are directed through only relevant question paths. LabSurvey's unique 'branched' architecture ensures the survey remains tailored to the respondent.

Data Correlation

Survey results are managed by the LabSurvey software and can be easily exported to popular spreadsheet and graph drawing softwares.

Service Levels

Single Survey : create your own survey online and use the provided URL in your own email mailings and website

COST: GBP 250 / single Survey or GBP1,500 / yr for up to 10 Surveys per year

Managed Survey : Labhoo can provide one of our marketing experts to help you create your survey and provide complete data analysis and graphing of feedback. We can also assist in choosing the most suitable method of mailing and distribution for your survey to ensure optimal feedback. Managed surveys are charged on an individual quotation basis. Labhoo can also offer a number of targeted 'opt-in' mailing lists drawn from our Life Science database - 100,000 categorised contacts worldwide.

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