LIGHTHOUSE INSIGHT™

Get the whole picture.

You're only as good as your data. That's the philosophy behind the development of our newest software solution, Lighthouse Insight™.

So what does "data integrity" really mean? To us it means no compromise. It's about getting the right data, from the right respondents at the right time, and over time. It means never having to ask, "Do we really have the right results we need to make this decision?" We want our customers to have the peace of mind that comes with knowing that the research tools they use will deliver high-quality results with every survey generated.

Lighthouse Insight is a customizable online research tool enabling companies to survey respondents, gauge their opinions, analyze results, and make meaningful decisions about their business to drive their success. Its enterprise functionality goes beyond standard online survey tools, allowing the designer to select desired respondents from saved panelist profiles, imported contact lists, or anonymously via the Internet.

Using the easy-to-use graphical intelligent interface, users can design professional, branded, complex surveys in a fraction of the time. Lighthouse Insight delivers high-quality research at a low cost, and maximizes respondent engagement and participation.

This product is designed and developed by Urban Lighthouse Inc.

ONGOING PANELIST ENGAGEMENT

Using saved panelist profiles; analyze survey responses at a single moment, or for advanced insight, measure responses over time. Cultivating panelist data builds a richer view enabling you to anticipate trends, see opportunity sooner and navigate potential issues.

SAVED PANELIST PROFILES
With user-managed profiles you can target your survey to specific demographic characteristics.

MANAGE PANELIST LISTS
Easily import and export panelist data and contact information.

BRANDED EXPERIENCE
Quickly and easily customize your survey to reflect your company's visual identity, or use one of our standard templates.
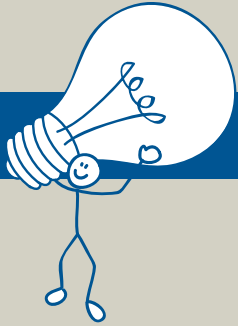
MULTILINGUAL
Create surveys in multiple languages, currently English and French.

INTERACTIVE
Use the file manager to upload multimedia elements (audio and video) to your survey.

MULTIPLE DELIVERY FORMATS
Invite respondents to participate in your survey by sending out personalized email based on existing panelist profiles and contact lists, anonymously via your website, and by regular mail.

INTUITIVE SURVEY CREATION

Obtain sophisticated research no matter the size of your organization in a fraction of the time, and at a significantly reduced cost. Our intuitive graphical design interface makes it easy to translate complex survey design into a simple easy-to-use format. Plus you can customize every aspect of your respondent's survey experience, and ensure they are asked only relevant questions to increase loyalty and retention.

ADVANCED LOGIC
Conditional branching enables the survey path to be continuously generated based on the respondent's answers.

VISUAL SURVEY DESIGN
Icons enable you to review the design of your survey and the question types at a glance.

MULTIPLE USER ROLES
Assign specific project roles and survey administration roles to your research team, clients and management.

QUESTION TYPES
Choose from an extensive range of question types that come pre-formatted, and without character or number of response limitations.
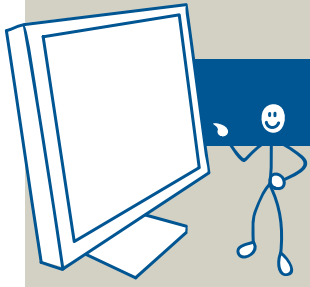
DESIGN EDITOR
The simple text editor enables your to format questions without coding or specialized knowledge.

TEMPLATES
Create templates for invitations, thank-you, and reminder emails to your panelists for quick retrieval.

SAVE SURVEYS
Save, search, and modify past surveys to make your design even faster.

VALIDATION AND REPORTING

Validate your survey using our data cleanse and authentication tools to ensure your survey is free of errors. Once your results are in, you can review your response data quickly with one touch reporting, or export your data for comprehensive analysis to a statistics software program. With our robust reporting capabilities you can quickly and easily access the level of detailed reporting required.

DATA CLEANSE
Automatically check your contact list for duplicate records before you send out your survey.

RANDOM SAMPLING
Select a random sample from your survey pool to test your survey.

REAL TIME REPORTING
Review your results in real-time as surveys are submitted.

ONE TOUCH REPORTING
Quickly produce, review, and share your aggregate top line survey results.

IN-DEPTH ANALYSIS
For detailed data analysis, simply export the survey results to any statistical software tool.

VALIDATION
Evaluate your design with the validation tool to identify errors in survey logic.

ROBUST REPORTS AND DATA VIEWS
Send and analyze data based on one or more segmentation characteristics, and combine results with your panelist demographic information post-survey.

SEAMLESS INTEGRATION

Produce high quality research on a limited budget with our hosted, scalable research solution.

TRAINING AND SUPPORT
Urban Lighthouse works with you to ensure you have access to technical support, and can provide system training in-house or off-site.

FEATURE UPGRADES
Users benefit from our ongoing upgrades as we add new features and functionality.

RAPID DEPLOYMENT
There is no complex data migration, IT investment or system integration so we can get you online quickly.