



## Auto Industry Discovers Web Surveys

*SurveyWriter.com is a new web service available to Auto Industry professionals that gives them the online tools to measure consumer attitudes and opinions regarding products or services.*

([PRWEB](#)) February 5, 2003 -- SurveyWriter.com is a new web service available to Auto Industry professionals that gives them the online tools to measure consumer attitudes and opinions regarding products or services, examine customer satisfaction, and conduct many other kinds of web research at a fraction of the cost of traditional research methods.

According to Joel Friedman, CEO of SurveyWriter, "The Auto Industry has been using web surveys to significantly reduce the cost associated with collecting and measuring feedback from consumers, suppliers, and employees. Added Friedman, "The cost and immediacy of online research make it real attractive to them."

Here's how it works:

- \* You log onto [www.surveywriter.com](http://www.surveywriter.com) through your personal Internet connection and your browser.
- \* You create your questionnaire using SurveyWriter's advanced HTML question editor. Extensive formatting capabilities provide you with complete control over the look and feel of your survey, and filter wizards comfortably guide you through the construction of advanced logic questions, which allow you to "talk" to your respondents by asking new questions based on their answers to previous ones.
- \* The survey is seamlessly linked to your own Web site. No one ever knows that you are not hosting the survey.
- \* SurveyWriter tabulates results automatically, and you can view them at any time in presentation-ready charts.

If you wish, you could also download the survey results onto a spreadsheet or similar application. No programming or network experience is necessary. All you need is a PC and a connection to the Internet to create and field full-featured web surveys. SurveyWriter provides the tools to connect with customers all over the world, instantly, and at the low cost of \$1.25 per completed survey! No upfront costs, and training is free.

According to Friedman, "SurveyWriter.com enables real-time, bi-directional communication between the Auto Industry and consumers by delivering media-rich content over the Web and collecting feedback from the viewer. The result is a powerful marketing and data collection tool."

### About SurveyWriter

SurveyWriter is a leading provider of web surveys and online market research tools and services. More information is available at [www.surveywriter.com](http://www.surveywriter.com)

Joel Friedman is a pioneer in the field of market research and software development. He was a partner at Communications Workshop, Inc., a full-service marketing research company located in Chicago, IL. After selling the company to Conway/Milliken & Associates in 1996, Joel served as their Vice President of Internet Services from 1996-1998. He founded SurveyWriter.com in 1999.

---

Contact: Joel Friedman, 773-506-7006

Email: [info@surveywriter.com](mailto:info@surveywriter.com)

---

Copyright ©2001-2002 SurveyWriter, Inc. All rights reserved. SurveyWriter, SurveyWriter IN and



SurveyWriter logo trademarks of SurveyWriter, Inc. Other marks referenced herein are the property of their respective owners.



**Contact Information**

**Paul Vriend**

Surveywriter.com

<http://www.surveywriter.com>

773-506-7006

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).