



Data Capture Solutions from the University of Sunderland

Do you need to capture, analyse and interpret data?

Whatever your business, gathering information from customers, employees, suppliers and other stakeholders is crucial to effective decision-making.



Data you can depend on

Data Capture Solutions from the University of Sunderland specialises in providing high-quality research solutions and data capture services to businesses and organisations across the UK.

From questionnaire and dynamic e-form design to data analysis and online reporting, the Data Capture Bureau can help you to collect the information you need to support your business decisions.

Tailored solutions

Our clients have access to a 'one stop shop' for all of their research requirements. With expertise in research processes, project management and the latest technologies to capture data accurately and reliably, the Data Capture Bureau can help with a range of data collection tasks.

Typical projects include:

- Customer satisfaction surveys
- Employee attitude surveys
- Form archiving and disposal
- Market research
- Opinion polls
- Performance monitoring
- Quality auditing
- Social survey research





Document scanning

Data Capture Bureau systems are designed to automatically recognise tick boxes, hand-printed numbers and letters, and at the same time check for errors and inconsistencies. Technically trained staff then verify data via on-screen form images before data analysis and reporting using spreadsheets and SPSS.

Web enabled data capture

Opportunities are available to help companies to exploit the internet to win new business through market research and customer relationship management, for example via online brochure requests, questionnaires, enquiry and feedback forms and quotation engines.

A subsidy can be offered to eligible Small and Medium Sized Enterprises for a range of online data capture projects.

The Data Capture Bureau is also able to offer bespoke internet applications including dynamic web site design and e-commerce solutions.

Improving research services to clients across the UK...

Robertson Cooper Ltd - Business Psychology Solutions Provider

Robertson Cooper Ltd (RCL) is a business psychology company specialising in work and organisational research. The business was founded by Professors Ivan Robertson and Cary Cooper, internationally renowned work and organisational psychologists from The Manchester School of Management, UMIST (University of Manchester Institute of Science and Technology).

RCL's work is rooted in research excellence and practical organisational experience. For its clients, it brings to bear the best knowledge and thinking to their particular business needs, with strong links with the world-class research base in UMIST. RCL draws upon the technological expertise and project management experience of the Data Capture Bureau team to deliver the logistical aspects of their clients' survey projects across the UK:

"The nature and sensitivity of the work we are asked to get involved with by our client organisations means that fine-tuning of survey documentation is essential to ensure that the right data is collected in the right way. The Data Capture Bureau is able to respond very quickly to last minute changes and requests by our consultants - it's this responsiveness that we find is critical if we are to deliver high-quality solutions for our clients".

Gordon Tinline, Managing Consultant, Robertson Cooper Ltd.

Adding value to consultancy services...

ARK 19

ARK 19, an established Regeneration Consultancy business based in Sunderland has found the Data Capture Bureau an excellent resource:

"The up to date information technology provided by the Data Capture Bureau saves time and money and enables ARK 19 to be more efficient and competitive. The Data Capture Bureau team are always professional and accessible, offering a range of knowledge, facilities and expertise. With support from the Data Capture Bureau staff and resources, ARK 19 provide added value, high-quality professional consultancy services, ultimately benefiting our clients and customers".

Anita Heskett-Saddington, Director, ARK 19.

Contact us

For further information or to arrange a free initial consultation please call the Data Capture Bureau team on 0191 515 3186 or email solutions@sunderland.ac.uk www.datacapture.sunderland.ac.uk