

Ascend 7 Case Study

A7ASK: Online Surveys



“Ascend 7 was able to deliver an online survey that met our needs in a very tight timeframe, which allowed our end users to easily complete the survey. For our first survey it was a great success.”

About the client

Our client is a member of the mining industry, and has employees and contractors located both on site and at the Perth head office.

The challenge

Our client desired to seek feedback from its workforce at all levels (both employees and contractors) in the form of a survey. The survey needed to be presented in a consistent format and easily accessed across all locations. The data gathered needed to quickly collated for presentation to management and the Board.

The solution

Ascend 7 recommended using A7ASK – our online survey tool. However, a large proportion of the client’s site-based workers did not have access to computers or other internet-enabled devices to complete the online form, which meant surveys were completed in paper form as workers flew to site. Working to a very tight deadline, Ascend 7 was able to provide additional data entry services to ensure that all completed surveys were entered into the one database. This allowed both the quantitative and qualitative data to be analysed, summarised, grouped, reported and acted upon in a timely manner.

The outcome

Over 2500 surveys (both online and paper-based) were completed by the client’s workforce and these were successfully entered into the A7ASK database. Over 70 summary reports, of varying sizes, representing different snapshots of the client’s business were produced by Ascend 7 in the short timeframe.

The client was able to receive immediate indications of high level trends as the data was being entered. More detailed reports based on varying business units and demographics, were produced within one month of the survey’s close-off date.



A7ASK is a web-based platform for online data collection. Contact Ascend 7 for more information on A7ASK.

Web www.ascend7.com.au

Email info@ascend7.com.au

Phone 08 9200 4277