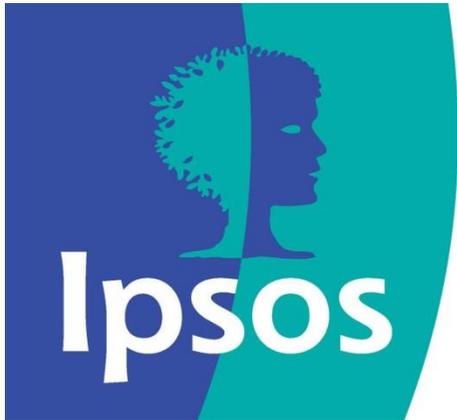




## IPSOS MORI CASE STUDY



Ipsos MORI is part of the Ipsos Group and is a UK based leading research company with global reach. Priding themselves on being a company of enquiring minds, they are a group of likeminded passionate people driven by three core values:

1. Dedication to their clients' success
2. Innovation
3. Results

They are one of the UK's leading survey providers and annually conduct the National Student Survey (NSS) of all final year undergraduates, inviting students to reflect upon their time at their chosen University or College.

There are 23 core questions, relating to the following aspects of the student learning experience:

- Teaching on my Course
- Assessment and Feedback
- Academic Support
- Organisation and Management
- Learning Resources
- Personal Development
- Overall Satisfaction
- Students' Union (Association or Guild)

As one part of the multimode approach to the NSS, Ipsos MORI take advantage of Dynmark's Intelligent Cloud, utilising the Intelligent Tracking service. Ipsos MORI are able to send an SMS containing a uniquely tracked link to their participants and then see reporting on the click-through data including; who clicked through, when and in what location.

Dynmark provided them with the use of Intelligent Tracking in combination with its unmatched Cloud Platform and ability to process unlimited volumes of SMS in one campaign.

“ The National Student Survey (NSS) is a multi-mode survey, of mostly final year undergraduates across the UK.

Every year we invite eligible students to complete the survey via a range of different methods including online invitations. Email and SMS form an integral part of our approach.

We have found the Dynmark text portal easy to use and efficient in sending out large volumes of SMS messages containing a direct link to the survey.

We have also found their tools for tracking click through rates and the devices that student had accessed the survey from useful to our planning.

With the increasing penetration of Smartphones, this provides us with a usable data indication on how students are responding to this particular methodology.

**Zara Bryson, Ipsos MORI**

