



# SurveyMill

*SMS surveys: Create surveys in  
minutes, get instant feedback*

**mediaburst**

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**“We have been extremely impressed by SurveyMill’s product and the level of service received. We are now looking at other areas of the business where two way SMS could be beneficial”**

**“SurveyMill was all very simple and the interface is incredibly easy to use and the support team are on hand to guide you through any questions or queries you may have”**

# Introduction

[SurveyMill](#) is a text survey application from [Mediaburst](#). It can send SMS surveys to individual contacts or you can upload contacts directly from Excel to send to larger groups. SurveyMill shows you graphs, charts and in depth analysis of results. Download all responses into a CSV to analyse or upload to your database.

SurveyMill also has an API, meaning surveys can be triggered automatically when an action takes place such as a new booking being made, the end of a phone call or a completed appointment.

SMS surveys can benefit your business in a number of ways, including but not limited to:

Collect Feedback  
Improve Customer Experience  
Measure Impact  
Business Development  
Innovate  
Find What Works  
Benchmark Results  
Give Customers a Voice

# Create a free SurveyMill account

SurveyMill prides itself in the ease of set-up and use.

The SurveyMill sign-up process is automated and an account can be created in a matter of seconds. You can sign-up at [www.surveymill.co.uk](http://www.surveymill.co.uk).

It's free to sign-up and the process requires only a name, email address and a password. You can claim some free texts by contacting support.

## Pay-as-you-go account

You can top-up your account online with a credit or debit card or a PayPal account. Each text sent will be deducted from your credit. You can set a credit alarm which sends an email alert when your available credit falls to a chosen amount, meaning you'll always know when your credit's running low and can top-up your account.

## Credit account

You can upgrade to a credit account if you'd prefer to be invoiced for the texts sent. You will be sent an invoice on the 1<sup>st</sup> of each month for the charges incurred the previous month. You can also choose to set up a direct debit to take this payment automatically.

To set up a credit account, we'll just need you to complete the [credit application form](#), which is attached at the end of this document.



## Free trial?

SurveyMill is free to sign-up and we are more than happy to add some free test credit for you to test with. Just email [hello@surveymill.co.uk](mailto:hello@surveymill.co.uk)

# Using SurveyMill

Surveys can be created in a matter of minutes. To create a survey, simply click 'Create a Survey' to get started.

## Your questions

You can have up to thirteen questions and SurveyMill will ask you to select what sort of question you're asking in a drop down menu.

The screenshot displays the SurveyMill interface for creating a survey. It features three numbered questions and a 'Add a question' button at the bottom.

- Question 1:** Labeled '1' in a circle, with a dropdown menu set to 'Instruction (No response)'. The text input field contains: "Hi. We're about to send you a survey on what you think of Textburst. Thanks, The Textburst Team." Below the field, it indicates "63 characters left".
- Question 2:** Labeled '2' in a circle, with a dropdown menu set to 'Yes or No'. The text input field contains: "Would you recommend Textburst to your colleagues?". Below the field, it indicates "111 characters left".
- Question 3:** Labeled '3' in a circle, with a dropdown menu set to 'Select a message type'. The text input field is empty. Below the field, it indicates "160 characters left".

At the bottom of the interface, there is a blue plus sign icon in a circle followed by the text "Add a question".

## Custom originator number

You can choose to set a custom originator for the first instructional message if you'd like and the other questions will be sent from a number to allow for replies. Your messages will automatically send from a long number or you can choose to send from a Free to Text shortcode for an extra charge. Our support team can set this up for you.

### Sending from (optional)

Custom originators apply to the first instruction only.

## Upload mobile numbers

You can choose to add mobile numbers manually, you can upload a CSV or Excel file to send to a group of people or you can integrate into your own apps using our API ([www.surveymill.co.uk/api](http://www.surveymill.co.uk/api)).

### Sending to

Drag contacts here  
(CSV or Excel format)

or add manually

SurveyMill currently supports UK numbers only. [Learn how to format numbers.](#)

## View and download responses

You can track delivery and all responses will be displayed in our graphs and diagrams to illustrate the trend of the responses. You can also export these results into an Excel spreadsheet to analyse in more depth or to upload into your system.



# Additional information

SurveyMill is an online web-interface, which is accessible 24 hours a day, 365 days a year.

## Technical requirements

To use the service, users will need access to a web browser. We test the system in the latest two versions of browsers from all major vendors. The service is Internet hosted and requires minimal bandwidth.

To send messages to the API, client software will need internet access and the ability to make a HTTP request (POST) and set headers on the request. Full documentation is available at our website at [www.surveymill.co.uk/api](http://www.surveymill.co.uk/api).

## Updates

We aim to provide all our customers with notice of any planned maintenance, service changes and product updates.

## Support

SurveyMill's support team are available Monday – Friday, 9am until 5pm (UK time) with the exception of bank holidays.

## Information governance

All Mediaburst staff complete Information Governance Training to NHS standards.

## Termination terms

SurveyMill does not tie you to a contract so you can cancel your account at any time, without any charge, by contacting the support team.

## Data restoration/service migration

We provide the ability to export user data should you wish to migrate away from using our service.

# Your responsibilities

As a customer, you must make sure you comply with the ICO's direct marketing checklist. This means your subscribers must have opted in to receive text messages from you and you must give them the option to OPT OUT at any time.

You should check your data is cleansed and messages are sent at reasonable and considerate times. The content and timing of the messages should be appropriate.

Recognising that good management and security of SurveyMill is important, you will agree that you will:

- 1 Not use SurveyMill for any improper, immoral, fraudulent or unlawful purposes or for the sending of any communication or storing of any information which is of an offensive, abusive, indecent, obscene or menacing nature
- 2 Keep your username and password safe and notify us immediately if you believe they have been lost, stolen or compromised
- 3 Not use SurveyMill for the purpose of spamming either in part or in whole
- 4 Not act in any way, whether knowingly or otherwise, such that the operation of SurveyMill will be jeopardized or impaired
- 5 Comply with any reasonable instructions issued by us which concerns your use of SurveyMill and co-operate with us in our reasonable security and other checks
- 6 Not send or upload anything which in any way breaches the intellectual property rights of any third party
- 7 Tell Mediaburst if you intend to re-sell the texts purchased from Mediaburst, so that VAT Regulations can be complied with.

# About Mediaburst

We are a client-focused, corporate SMS provider based in the Northern Quarter, Manchester. Every year, we deliver more than 100 million texts for our clients.

[Mediaburst](#) form a vital link between mobile networks and businesses wanting to communicate via text message.

Our products, [Textburst](#), [Clockwork](#), [SurveyMill](#) and [Florence](#) all benefit from rock-solid SMS infrastructure, global connectivity and industry-leading support.

Established in 2000, we continue to expand our global coverage and network connectivity as well as our user base and messages sent.

## Our team

Our employees are by far our most valued asset. We're made up of left and right brains, intellectuals and perfectionists, the caring and the helpful.

Our account managers and support staff sit on the front line, helping customers solve problems and make the most of text messaging.

Behind the scenes, our developers and software engineers work to keep the servers running, monitoring throughput, network connections speed and availability.

Our designers and usability experts are constantly listening to and assessing user feedback while collaborating with the team to make our products and services better for all.

## Our technology

We choose our technology very carefully, ensuring that it's fast, reliable and secure. Our servers are kept in state-of-the-art data centres connected by an MPLS network. Each site provides us with at least 99.9% uptime and sufficient capacity for all of our SMS traffic.

We use:

Secure UK-based data centres

Cisco firewalls

SSL certificates with extended validation

VPN connections (available upon request)

There's no safer or more reliable provider to process your text messages.

## Backup, Restore and Disaster Recovery

We run multiple live sites with all data replicated across them in real time, giving us a live backup facility. All sites have a local backup and offsite backups are taken periodically.

In the case of a system failure, all customers are automatically migrated between sites with minimal service downtime. We test this regularly when we undertake maintenance and as a result have no planned maintenance downtime.

Availability of the service is very high so we simply reroute to the other site or servers in the event of planned or unplanned maintenance.



“The support team are on hand to guide you through any questions or queries you may have”

“We can export the data received back in to our data warehouse so we can generate reports to analyse. The process of doing this is all very simple and the interface is incredibly easy to use”

“Easy to use, reasonable cost, customer service is outstanding”

“Great application that has allowed us to easily get in touch with our patients”

“We have been extremely impressed by SurveyMill’s product and level of service received. We are now looking at other areas of the business where two way SMS could be beneficial”

## Credit account application form

I/We make an application to open a monthly credit account as per the particulars hereunder:

Name/company title:		VAT Reg N°:
Type of business:	Date of incorporation:	Date commenced trading:
Registered office (of Ltd company):		Company Reg N°:
Post code:		
Invoice address (if different from above):		
Post code:		
Tel N°:	Accounts N°:	Fax N°:

### Non Ltd business/partnerships (partners/proprietors' details)

Name:	Address:	DOB:
Has any director/proprietor ever been declared bankrupt? YES / NO		<i>*Mandatory information; Delete as applicable</i>
Order Number required? YES / NO		<i>Delete as applicable</i>
Credit limit required: £	Maximum total: £	

### Bank Details

Bank name:	Sort code:
Address:	Account number:
	Account name:

### Trade References

Name:	Name:	Name:
Address:	Address:	Address:
Tel N°:	Tel N°:	Tel N°:
Fax N°:	Fax N°:	Fax N°:

### Data Protection

We will make a search with a Credit Reference Agency, and will keep a record of that search. In some instances we may also make a search on the personal credit file of principal directors. Should it become necessary to review an account, then a future credit reference may be sought and a record kept. We will monitor and record information relating to your trade performance and such records will be kept on file for future reference. Under the Data Protection Act you have the right to apply for a copy of the information we hold on you (for which we may charge a small fee) and to correct any inaccuracies. Due to training requirements, some calls may be monitored.

Note: By signing this application the customer hereby agrees to the terms and conditions provided

Applicant's signature(s)	Name(s) in BLOCK CAPITALS	Position/job title(s)
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Date:

For more information please contact us on:

**0161 359 3100**

[hello@surveymill.co.uk](mailto:hello@surveymill.co.uk)

[www.surveymill.co.uk](http://www.surveymill.co.uk)

[www.mediaburst.co.uk](http://www.mediaburst.co.uk)

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