

Risk and Research



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Ballot

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General Introduction

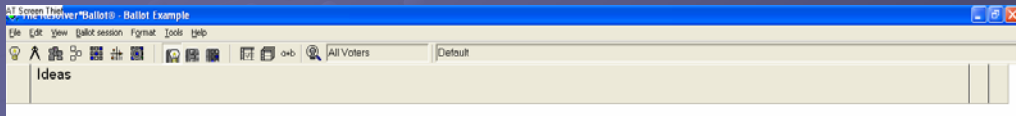


Ballot is an easy to use stand-alone software package developed for the decision support market. This market covers many areas ranging from market research through to organisational development, and is characterised by the need for the user to obtain high quality accurate information in a manner that the participants accept as safe and anonymous.

The Reply keypad, (and Ballot only works with the Standard keypad) allow participants to register their opinions quickly and anonymously and the system is as effective with 650 people as it is with 16. It is the capability to obtain anonymous opinions quickly that makes the Reply system coupled with Ballot an exceptional research and consulting tool.

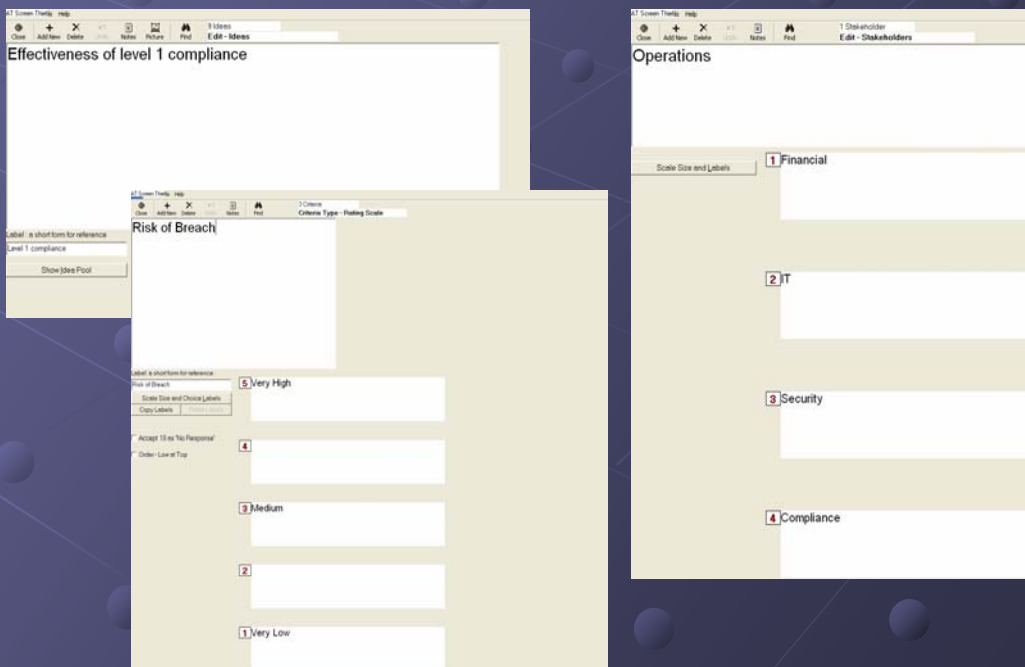
Ballot

The Ballot opening screen looks as below.



From left to right the easy to understand button bar gives access to all the main features of Ballot, we have the Ideas, Criteria, Stakeholders and Grouping entry screen. We then have the Voting, Chart Responses and Quick Query action buttons, and after that various other buttons.

Data entry is simple, just click on the relevant button and start typing. The examples shown below are from the Ideas, Criteria and Stakeholders entry screens.

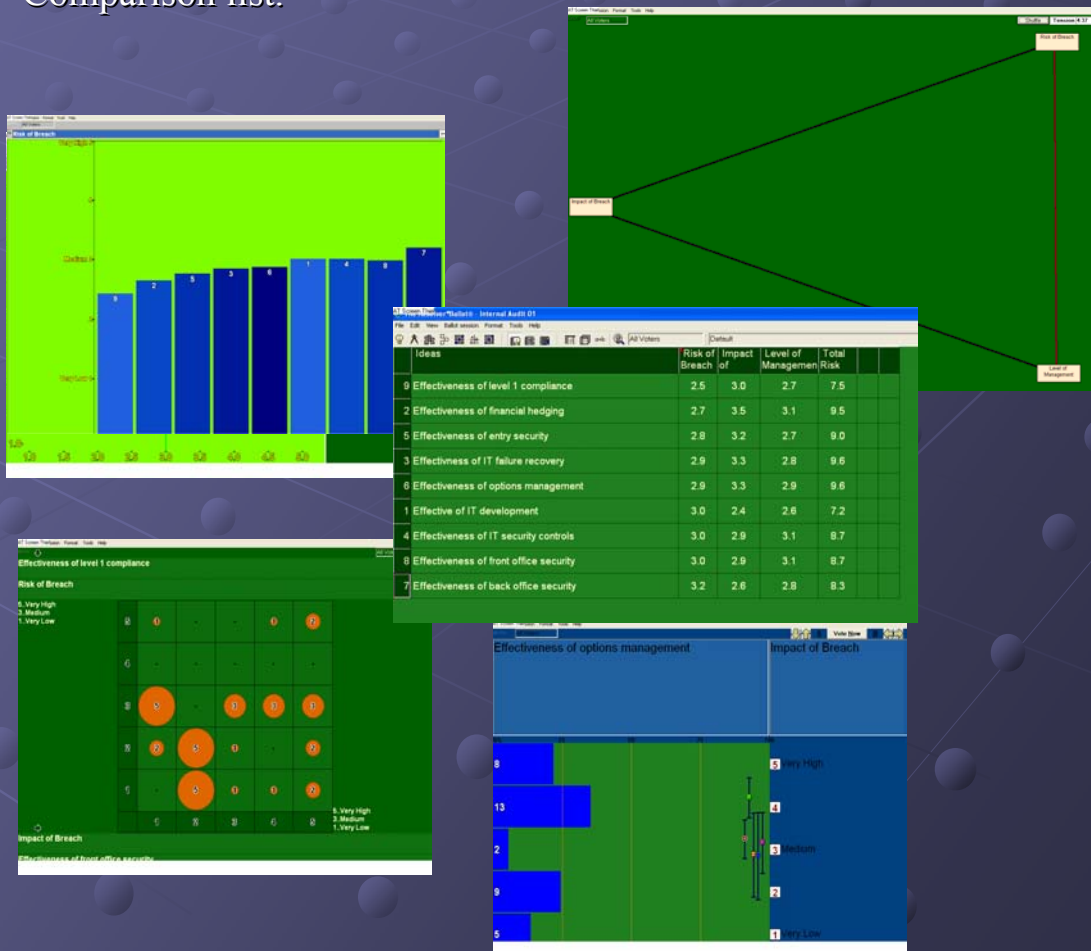


Graph Types

The results of a Ballot session can be shown in a number of numerical and graphical ways that can include the entire group results, or the results by any combination of Demographics.

Results can be exported to spreadsheets for further analysis or to web format for easy distribution.

As well as producing a range of graphs and data, Ballot has a modelling tool that cuts the time taken to produce a Paired Comparison list.



Uses of Ballot

Risk Management: A list of risks that the organisation faces can be drawn up. Each risk can then be considered against 3 different criteria; Likelihood of Occurrence; Impact if it Occurs; Degree of Management Control. Each criteria is voted on against a 5 point scale with 1 being “Very Low” through to 5 being “Very High”.

After voting, the “Likelihood” and the “Impact” results could be viewed in an X-Y chart to see the areas of High Risk, the 2 factors could be combined using the Formulae function to give a numerical figure for the Total Risk. The Total Risk could then be included on another X – Y chart and the Degree of Management Control axis being used to produce a Management Chart to show the areas of risk and how well it is considered they are managed.

Market Research: Ballot can be used in Market Research tasks to ask participants how they compare products against other products by using a Likert Scale to see how products compare against criteria. Participants can also rank products against each other by using the paired comparison feature.

Other Uses: The examples given above describe 2 of the areas in which Ballot is being extensively used. Other areas have included Strategy Planning, Option Choosing, Product Design, Recruitment Applications and Beauty Queen Judging.