



The questions we explored

Data collected about the following products:

Which of the following solutions did you consider? Select all that apply.

- BrightWheel
- HiMama
- Procure
- Smartcare
- EZcare
- Educa
- Storypark
- Seesaw
- Other (please specify)

- Lifecubby
- Kinderlime
- Kangaroo Time
- Tadpoles
- Jackrabbit
- KidReports
- Daycare Works
- Kaymbu

- KidKare
- Sandbox
- Bloomz
- DOCit
- Ready Rosie
- Parent Square

* Whether you have chosen software or just had it given to you, have you ever used any of the following solutions?
If more than one product applies, please select the one used most often.



Processes and influences for selection

Why did you START looking for software?
Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Teacher or staff requests | <input type="checkbox"/> Colleagues' success |
| <input type="checkbox"/> Board members' requests | <input type="checkbox"/> Used on a previous job |
| <input type="checkbox"/> Current parents' requests | <input type="checkbox"/> My own need for the results |
| <input type="checkbox"/> Prospective families' requests | <input type="checkbox"/> Assignment from supervisor |
| <input type="checkbox"/> Other (please specify) | |

Did the following marketing efforts impact your decision to purchase or not purchase the software?

	More likely to adopt	No effect at all	Less likely to adopt	NA
Company website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product demonstration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free trial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free ebook, webinar, or video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

What influence did the following people have on the decision to adopt or not adopt the software?

	More likely to adopt	No effect at all	Less likely to adopt	NA
Experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conference presenter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salesperson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colleague	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Who else particularly influenced your choice?

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Roles in selection process

What best describes your role in the purchasing process?

- Final decision
- Team leader
- Technology leader
- Recommend/specify
- Part of the team
- Other (please specify)

Ultimately, did you or your group choose to adopt software?

- Yes
- No

What was the most important reason for your decision?

About non-adopters

Why don't you use these software products?
Check all that apply.

- Too complicated
- Cost
- Lack of staff training
- Lack of hardware or Internet
- Did not like the options
- Other (please specify)

- Use office suite or other products.
- I have never had the opportunity.
- I don't need it.
- I avoid technology.

If issues were solved, how interested would you be in this kind of software?

- Not interested Somewhat interested Very Interested

What would be the most important reason to use one of these software products?

Software ratings

How likely is it that you would recommend this software to a colleague?

Not at all likely Extremely likely

0	1	2	3	4	5	6	7	8	9	10
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Please rate your level of satisfaction with the quality of the software.

	Very Unsatisfied		Neutral		Very Satisfied	NA
Range of features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of enhancements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivers on promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate your level of satisfaction with the following elements of customer service.

	Very Unsatisfied		Neutral		Very Satisfied	NA
Speed correcting issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-boarding or initial training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ongoing training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-help options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Use of Features

Which features do you find most useful to **administrative staff**?
Check all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> Family communication | <input type="checkbox"/> Documentation | <input type="checkbox"/> Subsidy management |
| <input type="checkbox"/> Photo and video sharing | <input type="checkbox"/> Employee management | <input type="checkbox"/> Reporting |
| <input type="checkbox"/> Child portfolios | <input type="checkbox"/> Enrolment management | <input type="checkbox"/> Mobile app |
| <input type="checkbox"/> Billing and payment collection | <input type="checkbox"/> Attendance | <input type="checkbox"/> Teacher portfolios |
| <input type="checkbox"/> Curriculum planning | <input type="checkbox"/> Family check-in/out | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Other (please specify) | | |

Which features do you find most useful to **teaching staff**?
Check all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> Family communication | <input type="checkbox"/> Documentation | <input type="checkbox"/> Subsidy management |
| <input type="checkbox"/> Photo and video sharing | <input type="checkbox"/> Employee management | <input type="checkbox"/> Reporting |
| <input type="checkbox"/> Child portfolios | <input type="checkbox"/> Enrolment management | <input type="checkbox"/> Mobile app |
| <input type="checkbox"/> Billing and payment collection | <input type="checkbox"/> Attendance | <input type="checkbox"/> Teacher portfolios |
| <input type="checkbox"/> Curriculum planning | <input type="checkbox"/> Family check-in/out | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Other (please specify) | | |

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Which features do you find most useful to **parents**?
Check all that apply.

- | | | |
|--|---|--|
| <input type="checkbox"/> Family communication | <input type="checkbox"/> Billing and payment collection | <input type="checkbox"/> Family check-in/out |
| <input type="checkbox"/> Photo and video sharing | <input type="checkbox"/> Documentation | <input type="checkbox"/> Mobile app |
| <input type="checkbox"/> Child portfolios | <input type="checkbox"/> Attendance | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Other (please specify) | | |

Do you intend to continue using this product in the next 12 months?

- Yes Still deciding
 No Not part of the decision

What feature(s) would or did cause you to change software?

Renewal

Do you intend to continue using this product in the next 12 months?

Yes

Still deciding

No

Not part of the decision

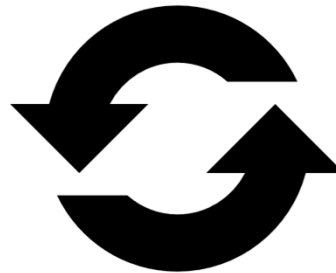
What feature(s) would or did cause you to change software?

2nd product

* Do you use another software/app for program management or family engagement?

Yes

No



Evaluation cycle repeats

Demographics

For which type of program do you currently work?

- Child care program
- Head Start
- Early Head Start
- State-run pre-K
- Other (please specify)
- Private preschool
- Early intervention or special needs
- Family child care
- Campus child care center or lab school

Geography determined by IP address

Please provide the following information about your program considering the entire organization

Number of locations

Number of slots for children

How many years have you worked in early childhood care/education?
Whole number only.

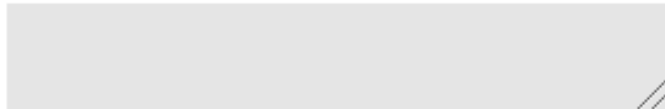
In what year were you born? (enter 4-digit birth year; for example, 1976)

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Open field for unsolicited comments

One final question:

Is there anything else you would like to add about the survey or about these products?





For more information

Fran Simon, M.Ed.

301.246.0307

Fran.Simon@EngageStrat.com

EngageStrat.com