

Imago update: more streamlined registration questionnaires

Registration questionnaires are now more streamlined thanks to a recent update to the Imago system. The new functionality allows additional questions to be added directly to the registration page - learners can now register and provide supplementary information on one page, submit it and go straight to their course.

What are registration questionnaires used for?

Questionnaires tend to be used in three main ways:

- for marketing and reporting purposes,
- to allocate learners to user groups, and
- to gain agreement for terms and conditions or disclaimers.

For example, the British Library uses the registration questionnaire to record profile information about learners such as age, location, business type and size. This is not only useful for marketing purposes – the more you know about your learners the better you can reach them – but gives the British Library the information they need to report on. Similarly, BDEC uses a registration questionnaire, in conjunction with a “mid-point” and “wrap-up” questionnaire, to monitor the usage and relevance of their Diabetes Learning Programme so they can ensure the information continues to meet people’s needs.

In educational programmes, such as the Institute of Fundraising’s new distance learning, the IRRV benefits courses or the Institute of Sales Promotion’s qualifications, registration questionnaires perform the additional job of automatically assigning learners to a user group. Learners are asked a qualifying question such as their location and their answer assigns them to a group. In Imago, user groups are managed by tutors who can see the activity of all the learners in their group, send them emails and announcements using Imago Communicator, or review learners’ information and progress.

The third most common use of the registration questionnaire is to indicate acceptance of terms and conditions or the acknowledgement of a disclaimer. This is particularly useful for compliance or financial services courses. Octopus Investments uses the functionality to ensure that learners acknowledge the disclaimer before they can enter the course.

One of the benefits of using a hosted solution like ours is that our technical and development team work continuously on system updates and maintenance so that our clients don’t have to. If you would like to discuss these developments further please contact us on 020 7582 3309 or email info@nelsoncroom.co.uk

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Notes for editors:

About Nelson Croom

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