

CASE STUDY

Industry: Market Research

Product Name: mobiRESEARCH

Overview

Mobiquest has developed a Mobile based solution for using the mobile device as a live data collection tool and integrating seamlessly a valuable extension to research strategies.

Problem Description

The market research companies face a lot of difficulty while conducting surveys and analyzing the data collected. Firstly a questionnaire is framed which is used by the researchers for conducting the surveys. Then the surveyors go to the field for data collection. The scope of reach to the audience is very limited i.e. the responses are not received from the remote areas. Moreover, till the data is collected and entry is done, one can neither analyze the data collected nor track the location of field representative. This is a manual and time consuming process. Also, there are chances that data collected and input taken from the field may not be accurate. Additionally, the research may be conducted for getting customer insight. It involves huge risk and money since it is conducted to get the customer feedback. But market research is a very time consuming cumbersome and error prone paper-based data collection system. Therefore it may not help the companies to get feedback on their products on time.

Solution

Mobiquest has developed a mobile based solution mobiRESEARCH™ to solve the problems faced by the market researchers. This solution will help in conducting paperless market research, instant data collection and real time analysis which will help in reducing costs. mobiRESEARCH™ has been developed to improve the efficiency and accuracy of data collection and input from the field. It replaces the time consuming cumbersome and error prone paper-based data collection system with innovative mobile devices based solution. Since it is a mobile based survey, real time transfer of responses from metros, cities or remote locations is possible. The companies can get feedback on their products in real time and take decisions based on the results obtained.

With mobiRESEARCH™, the mobile enables the questionnaire. There is an intuitive GUI on mobile interface and there is no major training required for the surveyors to get started. The surveyor feeds in the responses received from the respondents and sends the data in real time. This helps in decreasing report process time and instant results and analysis can be done. Moreover the field representatives can be easily traced and auto alerts can be sent when response is not received from specific surveyor/ location in a day as there is an option to capture location details.

A secure web backend is provided for user account management with edit facility.

The Web based control panel is meant for real time monitoring of the field representatives. Generation of reports in more than 20 formats available and export responses in Excel, CSV format anytime anywhere from one place for reports collected across all geographic locations.

Special Features of the solution:

EDGE / GPRS based Mobile solution to Automate:

- Publish instant questionnaire using intuitive interface on control panel
- Support for more than 15 question types
- Branching & Looping Logic
- Support for capturing responses in
 - Mobile device
 - Leaptops
- Real Time Transfer of responses from remote locations
- Panel for Real Time monitoring of field reps
- Export report in Excel/CSV/SPSS formats
- Generate reports (more than 20 formats available)
- Intuitive GUI on mobile interface: No major training required for surveyors to get started
- Secure data transfer
- Online dashboard to track your field surveyors in real time
- Auto alerts when response not received from specific surveyor/ location in a day

Benefits

- Accuracy of data collection and input from field
- Helps in conducting conduct advertising, promotion and media research
- Reduce TAT for feedback gathering process
- Decrease Report Process Time
- Faster response (Real Time)
- Increase Response Numbers
- Expand Reach - Reach out to remote areas
- Runs on portable/mobile devices
- Provision to work offline & update later in absence of network connectivity
- Data Quality - All mandatory validations before submission
- Save Paper Go Green!