

# COUNT ON TOLUNA TO...

INCREASE EFFICIENCY AND LOWER COST

## Case Study:



### Background

The ACSI (The American Customer Satisfaction Index) has been measuring customer satisfaction and customer experience for more than 20 years. The index is the only national cross-industry measure of customer satisfaction in the United States.

At its inception in 1994, the data was collected via phone survey and began gradually transitioning to online in 2010. Today, now 100% online, the ACSI is continuing to look for ways to increase efficiencies and lower cost.

### Why Toluna

At the start of 2016, the ACSI began the process of seeking survey respondents directly and scripting their own surveys. They hired a large IT firm to build a proprietary survey scripting platform, and began vetting partners from which to purchase sample.

The ACSI approached multiple panel providers, looking for a partner that was approachable, easy to work with, and who had a DIY sampling platform that met their needs.

Given the team's experience scripting surveys, and learning a new survey platform, it made sense to work with a DIY sampling tool to continue to increase efficiencies and save cost. Toluna offered exactly what they were looking for.

### More Efficiency Using a DIY Solution

"We don't need a more in-depth management approach - we're well-versed in DIY tools. The key drivers for change were cost savings, representative sample, and increased efficiency. Toluna SampleXpress gives us exactly that."

David VanAmburg, Director - ACSI

### Takeaways

Working with Toluna's SampleXpress self-serve sampling tool was quick, easy and painless. The ACSI found the technology to be much easier to use than other similar tools in the market.

The team were trained by Toluna's expert service team in only a couple sessions before they were fully comfortable with the tool and able to hit the ground running.

The ACSI now runs studies weekly, procuring sample through Toluna's SampleXpress. They have the power to launch their own projects within minutes when they don't need support from the Toluna team, but also benefit from the flexibility of being able to conduct a full service study when needed.

In the end, the ACSI is able to increase efficiency, lower cost and maintain the quality needed to continue to offer the customer satisfaction and customer experience data their clients have been counting on for 20+ years.