



CASE STUDY: ASTRARICERCHE

BUSINESS CHALLENGE

AstraRicerche needed to receive pricing for survey respondents quickly, as the company commonly found clients looking for an immediate quote for an often complex project, requiring various respondent populations (often after-hours).

In addition to needing access to real-time respondent pricing, and project feasibility, we often required a project manager to manually launch projects after checking for issues, and check the in-field results – typically at the end of a very long week on a Saturday, using a cumbersome system.

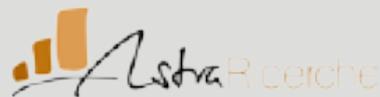
SOLUTION

AstraRicerche adopted SampleXpress and found that the real-time access to the tool helped promote internal efficiency. SampleXpress is easy to use, and rather than needing to phone a Toluna team-member for project pricing, the tool provides a comprehensive pricing and feasibility assessment in real-time.

RESULT

AstraRicerche promises the shortest possible 'time to project launch' to its clients. The ability to shorten startup time of CAWI field (and to start it even in the evening or in the week-end) helps us to be fast (that is a part of quality service) and efficient (better inner processes). We use this in our messaging, and even speak about nights and weekends

CLIENT:



“It is easy but powerful: I can do what I used to do before, but in a simpler way. I do not need the support of Toluna's team but I know they are at my disposal if I need their support. We look at Toluna as being innovative, flexible and supported/focus on clients.”

Cosimo Finzi, CEO - AstraRicerche

Industry: Market Research

Client Profile/Background:

AstraRicerche is an Italian market research agency that focuses on the study of social phenomena and marketing. From 2013 AstraRicerche partnered with Toluna to conduct full-service research projects and has subsequently adopted a fully automated solution, Toluna SampleXpress, to increase operational efficiencies and generate cost-savings.