



CASE STUDY: TOLUNAMOBILE™

BUSINESS CHALLENGE

Client's respondents are recruited by texting a short code, or scan a QR code in store.

A Toluna client (fast food chain) wanted to obtain real-time respondent feedback, and posted a QR code in-store, asking shoppers for their perceptions about in-store displays and menu items.

SOLUTION

Toluna suggested the company conduct the survey via TolunaMobile™. Toluna can create 'pull' surveys to enable clients to survey their own customers while they are in-store. Respondents were provided with QR codes via in-store signage, (SMS or WAP) and asked to complete the brief survey.

IMPACT

The data was captured in real-time, while respondents were in-store, providing authentic, in the moment feedback.

Survey data was delivered in real time using TolunaAnalytics, Toluna's proprietary web-based data reporting and analysis tool provides users with advanced, yet easy-to-use features – ideal for the novice and expert analyst alike. The client was able to weight data, create segments and conduct significance testing. Clients are empowered to create their own cross-tabulations, and to prepare personalized PowerPoint presentations at the click of a button.

