

Hassle free, interactive surveys
ANYTIME, ANYWHERE



Digivey — Easy, Effective, Efficient

PRODUCTS USED IN THIS PROJECT

- DIGIVEY SURVEY SUITE™
- DIGIVEY COMPOSER™
- DIGIVEY LAUNCHER™
- DIGIVEY ANALYZER™

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digivey™
CASE STUDY

BUSINESS SITUATION

One of CREOSO's customers, a casino group in Canada, had a need to survey players to measure the effectiveness of their Problem Gambling help campaign and to learn more about addictive gambler's needs.

Some of the requirements were: The new survey solution should allow for self-administered survey completion on the casino premises; it should offer multilingual capability in order to cope with a multicultural gambler community, and the respondents should be able to remain anonymous. At the same time the survey kiosks should offer a platform to disseminate information about the campaign and allow for self-assessment with instant scores and feedback.

SOLUTION

The Digivey Survey Software was selected as the ideal survey package for the purpose, offering both survey and assessment capabilities as well as language selection.

BENEFITS

- User-friendly, quick and easy survey completion with touch screens
- Survey and self-assessment within the same tool
- Instantaneous insight into problems of compulsive gamblers, addictive gamblers and their families
- Platform for educating gamblers about help programs available to them directly at the casino
- Minimal workload and time required from casino staff
- Ability to filter and cross-tabulate the survey and assessment results
- Substantial savings in workload and cost involved with survey management and administration of self-assessments
- Paperless and environmentally friendly survey process

To learn more about touch screen survey solutions powered by the Digivey survey software, please visit www.digivey.com or call the Digivey Survey Center.

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