

Hassle free interactive surveys  
**ANYTIME, ANYWHERE**



**Digivey – Easy, Effective, Efficient**

### **PRODUCTS USED IN THIS PROJECT**

- DIGIVEY SURVEY SUITE™ COM-  
PRISING OF THE MODULES
  - DIGIVEY COMPOSER™
  - DIGIVEY LAUNCHER™
  - DIGIVEY ANALYZER™
- ULTRA MOBILE PC Q1 BY  
SAMSUNG® WITH  
LONG-LIFE BATTERY



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**digivey™**

**CASE STUDY**

### **BUSINESS SITUATION**

One of CREOSO's customers, a retailer with thousands of stores nationwide, needed to conduct bilingual interviewer-assisted surveys to gather feedback from its culturally diverse customer base.

The highly sophisticated survey design required a survey software tool with highly advanced conditional skipping capability. Ease of use, language selection and quick survey completion along with results in-real time were additional requirements. Since feedback was to be gathered in several cities across the nation, the company was looking for a survey solution that incorporated lightweight, battery-operated and easy to transport computer equipment.

### **SOLUTION**

The Digivey Survey Software in a combination with Q1 ultra mobile computers by Samsung were chosen as the ideal solution for the interviewers who would gather data for 8+ hours per day.

### **BENEFITS**

- Quick and easy survey completion
- Battery operated touch screen survey equipment with a run-time of 8+ hours independent of AC power
- Interactive survey questionnaire with complex skip conditions and drill down questions guiding the interviewers through the survey
- Simplicity of software allows interviewers to concentrate on the respondents' answers
- More and higher quality survey results
- Easy filtering of languages, locations and date
- Hassle free merging of data for aggregate reporting
- Interim survey results at any time
- Paperless and environmentally friendly survey process

To learn more about interviewer-assisted touch screen survey solutions powered by the Digivey Survey Suite, please visit [www.digivey.com](http://www.digivey.com) or call the Digivey Survey Center.

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