Hassle free, interactive surveys
ANYTIME, ANYWHERE

digivey™

CASE STUDY

Digivey — Easy, Effective, Efficient

PRODUCTS USED IN THIS PROJECT

- DIGIVEY SURVEY SUITE™ COMPRISING OF THE MODULES
  - DIGIVEY COMPOSER™
  - DIGIVEY LAUNCHER™
  - DIGIVEY ANALYZER™
  - DIGIVEY DATA SHUFFLER™
- TABLET PC F5 BY MOTION COMPUTING®

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BUSINESS SITUATION

One of CREOSO's customers, a zoo in Utah, had a need for conducting interviewer-assisted surveys among the zoo visitors and to assess the current visitor satisfaction with the zoo's attractions and animal exhibits.

After not-so-satisfactory experience with PDA surveys, the zoo turned to CREOSO for guidance with a new, more rugged, reliable survey system that would require minimal staff involvement. Among the most urgent requirements were outdoor readable screens, AC-power-independent, battery-powered operation and absolute ease-of-use.

SOLUTION

We introduced the Digivey Survey Suite and semi-rugged F5 tablet PC's with outdoor readable screen by Motion Computing to the zoo. A first trial project turned out exceptionally well and the zoo and its visitors enjoy using the survey tablets ever since.

BENEFITS

- Suitable for outdoor use in a demanding environment
- User-friendly, quick and easy survey completion in an interviewer-assisted situation
- The volunteers acting as interviewers were familiar with the survey tablets within minutes and enjoy their work more than ever
- Minimal workload and time required from zoo staff
- Easy remote project loading and data retrieval
- Quick and easy reporting with cross-tabulations
- Instantaneously available actionable results
- Short-term and long-term reports are available anytime to share with zoo funding sources
- Paperless and environmentally friendly survey process

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

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