

Touchscreen Technology - Canterbury Today

New Zealand businesses spend huge amounts of money every year on advertising, and the only way to find out how effective it was at bringing in customers, is to ask them.

Business owners know market research should be done, but it often gets left until last, and even then it may or may not be carried out.

The accuracy of filled-out paper surveys' results can be dubious, with interviewer bias and the possibility of data entry errors coming in to the equation. People are not always keen to respond to dinnertime phone calls, and may not have even experienced the service they are being questioned on.

Touchscreen Marketing and Research director Rachel Wells offers a different solution for companies wanting to improve their business opportunities and better serve their clients.

For the first time, Digivey surveys are available in New Zealand, after being used in the US for five years and in Australia for four. It is also used around the world in Africa, Aruba, the Netherlands Antilles, Northern and Central Europe, India, Mexico, South America, the UK and Asia.

Digivey touch screen survey technology is now available for New Zealand businesses to gather customer feedback right at the point of sale or service, where they can express their opinion about the experienced they have had only seconds before.

It takes only one minute to answer 10 questions, and is fun to do, particularly for New Zealanders who love to try out new technology. With no paper required, or interviewers, or people to analyse the results, the cost is lower per survey than traditional methods of market research. Kiosks, desktop PCs and tablet PCs are completely portable, meaning Digivey can go right to where the action is. At a recent trial in a retail store, 70 to 75 percent of people who came in to the store completed the survey. Using traditional methods, 15 to 18 percent is considered a good response.

After the survey period is complete, all the results are collated by the computer and emailed to the client in a Power Point presentation, eliminating the need for someone to pour over paperwork trying to translate the results into something they can work with. Digivey results are presented in brightly coloured, easy to understand graphs and actionable reports.

Ms Wells tailors surveys to suit her clients, writing out the questions and structuring the surveys to get the most useful information possible. Digivey software provides extremely useful features that ensure the right questions are being asked of the right people. Responses can be filtered so a certain demographic can be eliminated from the results. Different questions can be asked based on an answer made previously, and screens can be added so respondents can enter their details to receive more information.

Before Touchscreen Marketing and Research obtained the distribution rights to Digivey, Ms Wells spent years surveying employees and clients in the banking industry, and went on to write surveys for mystery shoppers. She is passionate about customer service and believes businesses will improve their profitability by gaining a

better understanding of what their customers think about their business, and then acting on the feedback.

While Digivey takes a lot of the hard work out of the survey process, the design of the questionnaire takes careful planning to ensure it meets the information needs. Ms Wells recommends keeping questions simple, clear and easy to answer. Closed -ended questions must have an answer for all respondents, and pre-testing always shows how even a good questionnaire can be improved.