

A WPP COMPANY

G2, OgilvyAction and JWT Action combine to form the world's largest activation agency, with a team of 4000 experts in 56 markets.

“We rely on QuickTapSurvey to be able to collect information from the general public on the street, without internet, easily.”

Michael - Account Executive
Geometry Global, New York, USA

The Challenge

- Use tablets for a street activation
- Intercept strangers on the street to record their holiday wishes
- Interact with a lot of people in a short timeframe
- Interact with people of all ages and technical abilities
- Capture photos and signatures directly on the tablet
- Work in a location without an internet connection

The Solution

- Use the QuickTapSurvey app on iPads for offline data capture
- Use the app's broad appeal to create a positive survey experience
- Use shortcuts and custom keyboards to capture data quickly
- Use out-of-the-box question types to capture photos and signatures
- Use branding features to match the client's corporate identity
- Use offline capability to move around freely and increase responses collected

The Results




- Setup took less than 30 minutes
- Training in-field staff took 10 minutes
- Quick load times and easy interface dramatically increased response rates
- Instant reports helped gain fast, actionable insights
- 100% satisfaction level experienced by in-field staff
- 100% client satisfaction

Client: International Shipping Company

Challenge: Conduct an intercept survey that does not require data connectivity

Challenge: High engagement and response rates

Key Customer Benefits

-  Ease of Use
-  No Internet Required
-  In-App Photo and Signature Capture