

PCP Agencia

PCP Agencia is an election research agency based in Mexico. Recently they were tasked with the logistical challenge of collecting voter candidate preferences for a local election.



“ We used QuickTapSurvey in a political campaign. The first phase was to create awareness of the candidate, and second was to measure response on election day. The platform’s ease of use, reliability and reporting capabilities were simply outstanding.”

Alejandro Isassi,
Chief Technology Officer, PCP Agencia

The Challenge

Deploy an enterprise level solution to gather election results

- Replace existing data capture methods prone to “fake responses”
- Find a solution that eliminates data re-entry, data loss
- Provide visually rich experience that appeals to voters of all ages, denominations
- Capture preferences of thousands of voters while capturing their geolocation
- Keep campaign directors up-to-date with responses

The Solution

- Use a mobile, cloud-based solution with live reporting capabilities
- Use the QuickTapSurvey Android tablet app
- Custom brand survey with political campaign logo
- Scale QuickTapSurvey to multiple devices, locations. Turn on Android geolocation feature
- Display live voting results in campaign headquarters

The Results

Real-time survey results quickly indicated political campaign success

- Campaign was deemed a huge success. Flawless, reliable data capture
- Voters were thrilled with the modern tablet interface
- Live results were beamed onto screens monitored by campaign directors
- Real-time election reports showing voter demographics became a valuable marketing tool
- Guaranteed continued usage of QuickTapSurvey

Key Customer Benefits

- Real-time Capability
- Geolocation Capture
- In-app Photo Capture