

Surale Phillips is a research consultant who collects visitor feedback and conducts market research on behalf of museums and performing arts organizations.

“QuickTapSurvey is an easy, affordable and reliable solution for visitor surveys at museums and arts organizations. It simplified the data collection process and was fun for our volunteers to use.”






Surale Phillips, Arts Research Consultant  
Florida

**Challenge:** Collect a lot of visitor feedback quickly

**Results:** Easily met response rate quotas

### Key Customer Benefits

-  Quick and easy to use
-  No internet required
-  Real-time data analysis

## The Challenge

- Collect a lot of visitor feedback quickly.
- Find a tool that is easy for volunteer surveyors to use inside and outside where wi-fi is not available.
- Replace paper and clipboards with up-to-date technology to enhance the visitor experience.
- Provide clients with up-to-the minute tracking of their survey response progress.
- Find an affordable solution for projects involving multiple clients over an extended time frame.

## The Solution

- Use QuickTapSurvey to collect a large volume of visitor data at museums and cultural events.
- Equip volunteers with iPads and Android tablets to collect visitor feedback.
- Use real-time reports to track the number of responses collected by each volunteer.
- Easily download multiple surveys from QuickTapSurvey to aggregate results for statistical analysis.

## The Results

- All clients easily met their quotas for the number of survey responses.
- Clients saved money using volunteers with tablets instead of paying survey companies.
- Reduced costs by only paying for devices in use at any given time.
- The fun and attractive QuickTapSurvey screens made it easier and faster for volunteers to collect visitor data.