

A background image showing a close-up of a person's hands holding a smartphone. The image is overlaid with a semi-transparent green filter. The text "CDA Chooses Dooblo for Complex Questionnaires" is written in white, bold, sans-serif font over the image.

CDA Chooses Dooblo for Complex Questionnaires

Case Study //

The Company

Founded in 1978 by Catherine Delannoy, CDA France is an independent market research firm specializing in data collection. Olivier Jacob and Blandine Baud took over CDA in 2012. CDA's 10 permanent employees are complemented by 300 interviewers each month. On average, CDA conducts 40-50 research projects per year, which include 150,000 face-to-face interviews, 80,000 self-administered questionnaires, and 25,000 mystery shopping visits for well-known food brands, transportation companies, and other market research firms.

The Challenge

CDA had been using legacy handheld computers like Psion and Osaris for years before they went out of service. When mobile networks became widespread, the implications on face-to-face research became apparent and CDA decided to make the move to a modernized, mobile-enabled research platform.

Project Highlights:

- SurveyToGo installed on 200 devices
- Data quality up 40%
- 2 days saved per project
- Deployment shorter than planned
- Now taking on more complex projects than ever before

"We ultimately chose SurveyToGo for its affordable price, ease of use, elegant design, and exceptional support."

The Solution

The Data Processing department at CDA conducted an internet search for new survey software and came up with Dooblo's SurveyToGo. *"We ultimately chose SurveyToGo for its affordable price, ease of use, elegant design, and exceptional support,"* explains Anne Fink, Market Research Director at CDA.

Implementation

Deploying SurveyToGo on CDA's 200 tablet devices was easy and took less time than planned. *"Our ex-data-processing guy quickly learned how to program SurveyToGo and our interviewers found it very easy to use,"* reveals Ms. Fink. *"Dooblo's support team was readily available and responsive to all our needs and quickly provided us with the answers we needed to complete implementation ahead of schedule."*

Results

The decision to go with SurveyToGo immediately paid off for CDA: the fact that survey data could be sent back from the field in an instant shaved at least two days off of every research project. The built-in quality-control features improved data quality by 40%, on average. But most importantly, SurveyToGo has enabled CDA to take on more complex projects than ever before. As Ms. Fink summarizes it, *"SurveyToGo has allowed us to program unusual questionnaires that include additional data lists and complicated filters. It has even allowed us to take photos and record audio during interviews."*

Advice

"I would definitely recommend SurveyToGo to other research firms," admits Ms. Fink. *"It's a very good application and very easy to use. I especially appreciate Dooblo's language localization of the interviewer software, as not all interviewers speak English as a first language."*

About Dooblo

Founded in 2002, Dooblo is the leading provider of offline survey software for tablets and smartphones. Used by more than 400 prominent market research firms in 80 countries, Dooblo's industry-standard SurveyToGo software processes upwards of 20 million interviews each year conducted by global and local market research firms such as Ipsos, GfK, Millward Brown, and Gallup. Dooblo's surveying and quality-control technology powers the most complex field research projects today at 10x the data quality and 50% of the cost of traditional offline surveys. Get your free demo at www.dooblo.com

