

Ad'hoc Research Surged Up & Optimized with SurveyToGo

Case Study:

A bit about Ad'hoc Research

Based in Lyon, France, and founded in 1992, Ad'hoc Research conducts international market research and collects fieldwork data for clients such as BMW, L'Oreal, Roche, Disney, and others. With its full-service research firm offering tailored methods such as face-to-face, telephone, and online market research, Ad'hoc expertise are in both qualitative and quantitative data analysis. Ad'hoc Research conducts approximately 100 market research projects worldwide every year with a staff of 20 full-time employees and up to 1,000 researchers.

“SurveyToGo has allowed us to win projects we simply couldn’t have before”

Seemed further than reach

While Ad'hoc conducted its F2F (face to face) research projects using PAPI (pen and paper) and legacy software, the company recognized it was time to evolve and modernize. In efforts to improve their clients' experience, Ad'hoc needed to upgrade to a flexible software solution, broadening capabilities, and adding features like images to clarify some of the research questions. It was essential for Ad'hoc to test the waters in order to see how to overcome the challenges they faced.

Project Highlights:

- **SurveyToGo was installed on 50 devices**
- **Software ownership spend went down by 15-20%**
- **Basic survey programming done in 2 hours**
- **Significant rise in projects won**
 - **Easy and shorter implementation than expected**

And the solution became clear

Following an extensive web search, Ad'hoc Research turned to Dooblo. It became instantly clear that SurveyToGo was the best option for upgrading towards what Ad'hoc needed. “We tested SurveyToGo against our legacy software by building a test survey” states David Albet, Marketing Project Manager at Ad'hoc Research. “We found SurveyToGo so reliable, customizable, and flexible, especially the pay-per-use pricing model. Imagine how pleasantly surprised we were, when we learned how easy and flexible SurveyToGo was to program. But when Dooblo developed a custom feature specifically for us, we were absolutely stunned. Their responsiveness to help us and deliver exactly what we needed made our decision the right one. Now the firm’s researchers use an abundance of SurveyToGo features but some of their favorites are geo-localization, automatic export, attaching images, and complex scripting in JavaScript for filtering and displaying tasks.”

Dooblo Case Study:

Action!

Ad'hoc Research installed SurveyToGo on 50 devices in much less time than Ad'hoc ever expected. "Implementation is astonishingly easy and fast," boasts David. "It only takes about a couple of hours to program a basic survey. Complex surveys take longer, but, we like having the flexibility of programming according to the needs of the survey or client." Ad'hoc rarely needs support for their research software but when they do, they appreciate Dooblo's fast and precise responsiveness as well as their readiness to develop new features as needed.

The numbers speak for SurveyToGo

Being able to accommodate clients and meet their unique needs, Ad'hoc is now able to take on more work and expand the business further than ever before, furthermore, their research quality grew higher due to SurveyToGo's advanced quality control features like geo-localization. Additionally, Ad'hoc's software ownership costs went down by 15-20% thanks to SurveyToGo's flexible pay-per-use pricing model.

Ad'hoc strongly advocates for the SurveyToGo solution and when David was asked what advice would he give to other market research firms, he passionately succinctly responds: "What are you waiting for? Get SurveyToGo!" When pushed to reveal which of his needs SurveyToGo doesn't fully satisfy yet, David admits with a smile, "For face-to-face surveys the software is absolutely excellent; we are now anxiously waiting for the online survey version. Dooblo, are you on it yet?"

About Dooblo

Dooblo is the leading provider of offline survey software for tablets and smartphones, founded in 2002. As an end-to-end data collection platform servicing over 900 market research firms (including 6 of the 10 largest market research firms in the world), non-profit organizations, social, political, and academic institutions, in over 120 countries, Dooblo's industry standard SurveyToGo software processes upwards of 20 million interviews each year. Providing the ability to generate, manage, and monitor the research, Dooblo's surveying and quality-control technology powers the most complex fieldwork projects today with 10x (times) the data quality at 50% of the cost of traditional offline surveys.

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