

CASE STUDY

Engage mobile surveys for Menzies

Background and Client Objectives

Menzies Distribution PLC is a leading provider of added value distribution and marketing services to the newspaper and magazine supply chain in the UK. The company aims to be the leading force in meeting the needs of the UK News Market and is committed to delivering the best possible service for its customers.

In April 2009 Menzies used Roundpoint's Engage service - a text and mobile internet survey platform that would allow the company to quickly and easily conduct short surveys amongst independent retailers.

Roundpoint's Solution

Engage is unique in allowing users to respond to a survey by:

- text message or
- via mobile web.

The combination of response methods enabled Menzies to reach respondents quickly and easily and gave their customers the channel of response best suited to them.





Survey set-up and management is quick and results are available in real time. The simple to use online interface makes it easy to construct and launch a survey and then review feedback all in a matter of hours. Data is available in a choice of formats – from summary pie and bar charts to a full downloadable csv file for detailed analysis.

Engage also allows respondents to see the 'results so far' page immediately they have answered each question, making it ideal for polling applications. Feeding results back to the customer in this way gives a greater sense of involvement and also encourages respondents to complete the survey.

David Morton, Strategic Development Director at Menzies Distribution said of Engage, "The fast response and the high number of replies coupled with the ease of use of this tool, was an excellent outcome all round. Engage has allowed us to reach busy retailers quickly and easily and is something we intend to adopt more widely as a part of our desire to enhance useful customer engagement."

Roundpoint
23 Science Park
Cambridge
CB4 0EY

<http://www.roundpoint.com>

m.roundpoint.com

+44 (0)1223 437070

Twitter: RoundpointLtd