

Key Survey's role in CI's award winning product

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In addition there were two final wrap-up surveys. Multiple surveys were needed for each shopper. And the whole process had to be controlled by our own portal, so that shoppers could be paid or followed up if they failed to complete. ”

Jade O'Donoghue



What was your business challenge?

Consumer Intelligence (CI) needed to interact with members of our mystery shopping panel and provide a seamless process for telephone mystery shopping of Home & Motor insurance products. We needed to guide shoppers, via an online portal, to complete a series of six phone calls followed by surveys. In addition, there were two final wrap-up surveys. Multiple surveys were needed for each shopper. The whole process had to be controlled by our own portal so that shoppers could be paid or followed up if they failed to complete.

Which WorldAPP produce was used to meet your need?

Key Survey.

What are the steps used to reproduce your scenario?

We created our own online portal and linked in digital telephone recording software and used the API interface to link to surveys created in Key Survey. A single standard survey template could be used and populated with control variables fed to the survey by the API. The names of the

relevant insurers were piped into the surveys and a custom theme set up for all, to provide a highly professional look and feel for the shoppers. Our portal was the hub of the project and managed shoppers through making calls (to numbers programmed into the system by CI) and into surveys hosted by Key Survey in one seamless process. The shopper experienced one interface and all was branded consistently as CI.

What was the result of using a WorldAPP product?

The result was that we were able to manage a complex project simply and seamlessly and the ability for Key Survey to integrate into our portal was essential for this. Our shoppers were navigated through the shopping process and their experiences were captured at every point during this journey. To our shoppers the survey aspect of the process was all part of the CI experience and this is crucial to our success as a market research company. The result is that the company created a product that received a Best Business Award for Outstanding Innovation, a Global Business Award for Innovation and was a runner-up at the British Insurance Awards 2010.

Jade O'Donoghue
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