

Powerful online research

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David Medvedowsky
Consumer Communication Manager

Business Challenge

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WorldAPP Product Used

Key Survey.

Steps Used to Reproduce Your Scenario

First contact with a WorldAPP account executive was quite friendly and welcoming. Qualitative and timely follow-up, along with a sound understanding of our needs, encouraged us to subscribe.

We then experienced the perfect blend of commercial and technical assistance. Most queries were answered within a few hours, technical agents were always willing to dig deeper and offer the best solution. I must admit WorldAPP is offering best-in-class technical support, with 24/5 online chat with qualified agents, a service unseen anywhere else.



**BRITISH AMERICAN
TOBACCO**
SWITZERLAND

Result of using a WorldAPP product

Benefits are as follows: Total flexibility in questionnaire design, wide technical possibilities in terms of conditional logic, branching, piping, skip logic, unlimited consumer answers, timely reporting.

End-result: Total satisfaction from Marketing & Research Department, and financial savings.

David Medvedowsky
Consumer Communication Manager