

Powerful online research

We conduct online research on a regular basis to gather consumer insight about our advertising campaigns, product launches.

Prior to working with WorldAPP, we were lacking flexibility in various fields, such as questionnaire design, technical issues, number of consumer answers, frequency of reporting, technical support...

David Medvedowsky

Consumer Communication Manager

Business Challenge

We conduct online research on a regular basis to gather consumer insight about our advertising campaigns and product launches. Prior to working with WorldAPP, we were lacking flexibility in various fields, such as questionnaire design, technical issues, number of consumer answers, frequency of reporting, technical support...

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-inclass technical support, with 24/5 online chat with qualified agents, a service unseen anywhere else.





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