

Consumer Research

Affordable Data Collection Using In-Store Kiosks

The Advantage

Using in-store self-service kiosks to survey consumers can save 25-50% off traditional data collection methods.

Critical Consumer Data

Consumer data is essential for making strategic decisions such as impact analysis, network expansion, advertising & promotion, and product mix.

Mapping

Adding mapping functionality to an online survey tool allows retailers to collect valuable location data from consumers without invading their privacy by asking for address information.



The retail community has long understood the importance of collecting consumer data to help make decisions regarding site selection, network expansion, product development, and advertising and promotions. However, the high costs of placing people in multiple store locations to collect data has proven to be an economic barrier to this research.

Now, Mapping Analytics has a new data collection program allowing retailers to place an unattended kiosk in a store to collect consumer intercept survey responses through a wireless Internet connection.

Benefits

- Savings of 25-50% in data collection costs on large scale or lengthy projects.
- Kiosks can stay in place for as long as needed to collect appropriate data set.
- Adhere to privacy laws by allowing consumers to click a map showing their location rather than revealing personal address information.

The Survey Kiosk Program

This simple, cost effective consumer research program features:

- Standalone, full-sized kiosks that provide stability, security, and Internet access.
- Survey design services to help craft appropriate questions and sequences to gather data appropriate to the client's analytic objectives.
- A mapping application integrated with the survey that allows consumers to click on the map to show their point of

origination, residence or subsequent destination, providing valuable location and trip data for store impact analysis.

- Leasing of kiosks and Internet connections through Mapping Analytics (or client can supply their own).
- Remote access to survey results and real-time monitoring of the data collection process.
- Project management / logistic services.

Key Uses of Consumer Research

With consumer intercept research now affordable, retailers can use data collected to support or make key strategic decisions:

New Site Evaluation / Sales Forecasting

Site evaluation and sales forecasting require large samples of consumer data and an understanding of typical trip patterns and where customers come from — data that can be easily collected using kiosks.

Store Impact Analysis

Consumer data and travel patterns help retailers understand the potential impact of a new store on the current market. The sales potential for a new store and sales transfer from existing stores can be modeled based on various store network and consumer demand scenarios.

Product and Service Research

Retailers can use kiosks to solicit consumer feedback on everything from new products offered in the store to new seating arrangements, décor or service policies.

Project Management & Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis

Geographic & Production Services

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

Customer Satisfaction Research

Data collected from kiosks can fuel ongoing, longitudinal studies that measure customer satisfaction and attitudes, brand strength and attributes, and shifts in consumer preferences and behavior.

Typical Consumer Research Programs

Most consumer research projects using on-site kiosks will fit into one of three categories:

- **Large scale, multi-store (>25) within a limited timeframe.** Data from this type of project is collected in a short interval and most likely used for modeling purposes or to analyze initial customer responses to product or services introductions.
- **Large scale, multi-store (>25) with no set timeframe.** Ongoing data collection to support site selection, network analysis or to gather a larger data set to understand consumer attitudes.
- **Small scale, single or few stores.** Gather data for store impact analysis, with fewer time constraints and project management costs.

Deployment Process

Mapping Analytics has defined a straightforward deployment process to help ensure the success of kiosk data collection programs. The steps include:

- **Logistics**
 - Determine number of completed surveys needed
 - Identify locations to be surveyed
 - Estimate time required
- **Survey implementation**
 - Develop and program survey
 - Integrate with logistics plan
- **Execution**
 - Kiosk shipment and setup
 - Survey supervision
- **Database development**
 - Screening of collected data
 - Database delivery

About Mapping Analytics

Mapping Analytics offers analytical consulting, software and data to help businesses profile customers, accurately assess market opportunity, select successful retail and franchise sites, and plan sales and service territories, helping contribute to overall growth and profitability for our clients.

To learn more about Mapping Analytics, please visit www.mappinganalytics.com or call toll-free (877) 893-6490.