

7-Eleven Employs Mobile Field Data Collection System

Jan 09, 2012

Survey On The Spot helps 7-Eleven respond more effectively to market changes.

7-Eleven, Inc. is using its Survey On The Spot mobile survey platform to capture feedback from managers in the field.



7-Eleven recognized the critical importance of gaining timely and accurate market-level data in order to make better business decisions and began using the mobile survey system in March.

“Using mobile technology to quickly and easily enable our field teams to provide real-time feedback is a terrific asset for our organization,” said Steve Holland, 7-Eleven’s chief technology officer. “Our previous paper-based system was time-consuming, and inefficient. We were not receiving nearly as much valuable feedback as we have since we began using Survey On The Spot.”

7-Eleven can easily create and administer the surveys and send them to their field managers’ smartphones through a link delivered via email or text message. The survey system allows the field managers to complete store visitation checklists and assess merchandising performance and other market-level data collection needs while they are away from their office.

“Understanding market level conditions in real-time results in better decision making,” said Scott McCombs, vice president of merchandising operations for 7-Eleven. “Survey On The Spot provides reliable and timely data in automated reporting so that we can see how we are doing with each question. We are able to take the data and respond more effectively to market changes.”

By implementing Survey On The Spot, 7-Eleven is able to eliminate the need for secondary data entry commonly needed for paper-based surveys. Mobile access makes data collection more convenient than using a laptop, and field personnel can gain insights on the performance of their units across multiple locations on the same day. Field managers also can submit a photo in the survey for clear validation of performance issues. The use of location specific Quick Response (QR) codes can also be implemented to manage compliance and validate location details.

“Partnering with the team at 7-Eleven has resulted in identifying a new and powerful tool for our customers,” said On The Spot Systems Co-founder and President Ken Kimmel. “Using Survey On The Spot for field data collection makes it easy for staff teams to obtain feedback from the field through their smartphones. Data is compiled immediately for rapid assessment and interpretation allowing a quicker response.”

While frequently associated with mobile collection of guest satisfaction feedback, Survey On The Spot can be used by any company that has the need for real-time, on-site information.

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