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Silver Stork

Silver Stork is in the business of capturing feedback from a moving target, busy Moms on the go. The ability to solicit insight from women via their iPhones and smartphones enables them to get in-the-moment feedback, without breaking into a hectic schedule with a computer session.

Problem

Silver Stork needed to:

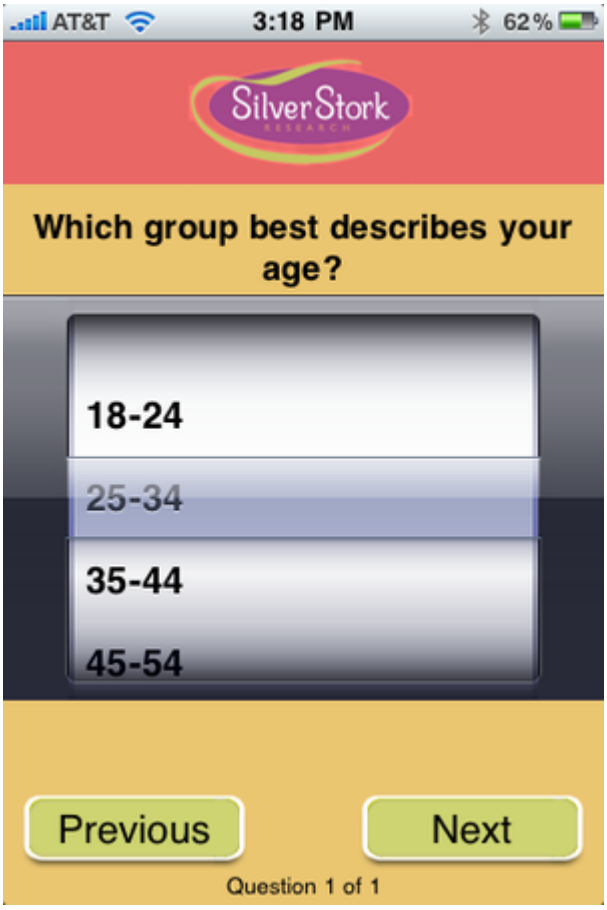
- Make it easier to get consumer insights from women on the go

How Survey On The Spot helped

The ability to initiate surveys via email or text message enabled Silver Stork to access their panel members and solicit feedback for time specific and venue specific situations. Asking a Mom 'What are you doing right now' became an easy question to ask and delivered greater accuracy than ever before. This type of immediate feedback enables Silver Stork to answer questions that previously were a difficult challenge.

Other observations:

- Instant alerts allows real-time follow-up via phone to probe for greater detail
- Survey On The Spot delivers measurable results*
- Surveys can be solicited when the feedback is needed
- Fun, easy-to-use consumer interface encourages participation



How other Market Researchers can use Survey On The Spot

By implementing Survey On The Spot, event researchers can:

- Greatly improve panel feedback rates
- Capture insights from consumers on the go
- Receive instant alerts allowing real-time follow up
- Provide easy to access and compile rewards systems for participants