

Success story

## Best-In-Class store execution

Standardising store audits in 14 Latin America countries

Based with 13 offices in Latin America, dichter & neira from Panama has been supporting more than 350 companies for over 33 years by generating and integrating insights in the areas of Shopper Understanding, Consumer Knowledge and Point of Sales dynamics. d&n has chosen the mobile offline solution mQuest® for auditing and evaluating the point of sales execution activities for

a global consumer goods company in 14 Latin America countries. More than 700 auditors perform over 23,000 store visits per month. In addition to the reliable offline functionality, the native support of iOS devices was a fundamental element in selecting the proper software for the challenging project. The fast adaptation of surveys to new project requirements offers additional value.

Deployed product: mQuest®

Used in 14 countries by more than 700 fieldwork users and 20 different types of surveys

More than 23,000 store execution audits per month since 2015

Over 90% of the original process has been automated

Daily upload of results

Independent of Wi-Fi or mobile networks thanks to offline functionality

### Services



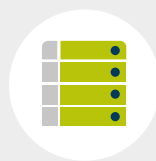
Branded mQuest® app



Intensive Training



Support



Hosting

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cluetec's mQuest® has allowed us to strengthen our store execution solution with user-friendly survey data collecting platform. Its multifunctional and flexible approach also giving us the possibility to integrate its technology to other business areas and future artificial intelligence developments among others.

Jose Delvalle, Business Solutions VP – Trade Business Unit  
dichter & neira

Further information about the customer:  
[www.dichter-neira.com](http://www.dichter-neira.com)

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[www.mQuest.de](http://www.mQuest.de)