

Success story

Irreplaceable at Car Clinics

Car Clinics at Ipsos with mQuest®



Car clinics clearly represent the supreme discipline in market research. Vehicle prototypes are evaluated by potential customers in this process. The requirements in terms of safety and questionnaire design for car clinics are extremely high. Above all, however, it is a logistical and technical challenge that depends on maximum flexibility and reliability of the partners and, not least, the

software solution. Question types such as the heatmap function clearly show what the participants like and what they do not like. Questionnaires with complex loop structures must be able to be adapted in the shortest possible time. In addition, the survey software must be absolutely crash-proof and reliable, since meticulous scheduling of interviews is essential when implementing a car clinic.

Deployed product: mQuest® Car Clinic

Long-term and approved partnership for car clinics and market research projects

Joint further development of the product to meet all requirements

Certified Solution, approved by vehicle manufacturers

Customisable questionnaires with complex logics

100% offline and therefore independent of WiFi or mobile network

Services



Programming of the questionnaires



Individual user training



World wide on-site support



Rental of ready-to-use equipment



cluetec is a proven and long-standing partner of Ipsos with scalable services. All requirements, especially with regards to data security and reliability, are fulfilled 100% by mQuest®. Thus the software contributes significantly to the provision of services for our demanding customers in complex and very different car clinics.

Christoph Lehner
Director, Ipsos Loyalty GmbH

Further information about the customer:
www.ipsos.com/de-de



www.mQuest.de