

Mobile Panel Management



Industry

Mobile Industry

Overview

The world, as we now know it, is changing at a terrific rate due to technology advances. We've all heard it before, but this year truly is the year of mobile. With an unprecedented explosion of smartphones in the market (and still rapidly growing), consumers are finding new ways to find information, stay connected with each other, and communicate their needs. The mobile industry is vast and the opportunities many in different areas of the mobile ecosystem.

Mobile Panel Management - Maximize Your Mobile Interaction & Engagement



Client

A leading Market Research firm in North America.

- Jobs accessibility by area preferences e.g. within 5 miles from the residence of the panelist
- Jobs meeting minimum threshold of remuneration as preferred by the panelist

Business needs

The client had a requirement for enabling & managing ad-hoc surveys using smart phones.

Datamatics' Solution

Datamatics proposed a proof-of concept to meet the requirements of the client:

Challenges

- Managing all consumers (panelist) for taking ad-hoc surveys
- Managing the entire survey from the notification of jobs, data collection to release of points earned on survey completion.
- Less turn-around-time to enable quick deployment of the solution
- Job short listing by his/her preference-e.g. type of work that the panelist would like to take up based on the area of expertise

- Datamatics would collaborate with the client to create the required mobile application in conjunction with web services being developed by the client
- A native application was to be developed for phones on iOS and Android operating systems
- Considering the stringent requirement and a short turn-around-time, scrum-agile methodology was proposed to execute the project on an offshore-onshore engagement model

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

Contact

Knowledge Center, Plot No.58
Street No.17, MIDC, Andheri (East)
Mumbai 400 093
Tel +91 22 6102 0000-09
Fax +91 22 2834 3669

business@datamatics.com
www.datamatics.com

Approach

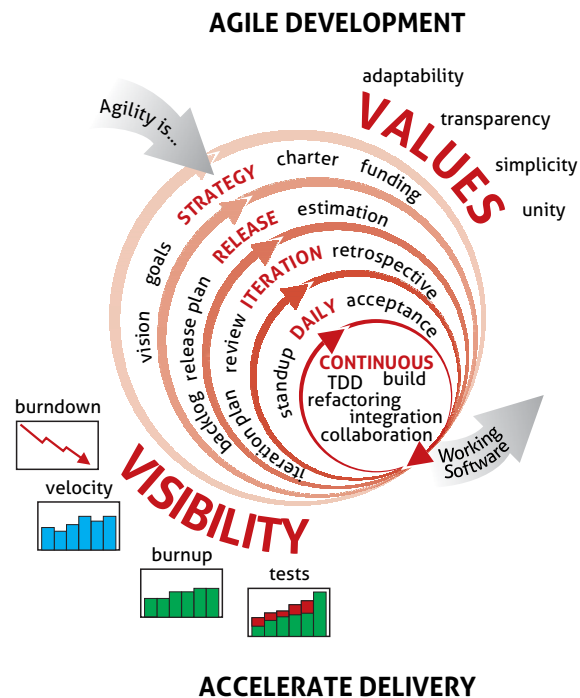
- Datamatics developed a structured solution using a combination of Web Views and Native Mobile application, along with XML Web Services and Database server with Transact-SQL. This helped to provide the data in real time to the device. It also reduced the programmatic data manipulation in terms of syncing data between devices and a central server
- Along-with data availability, the native mobile application were able to provide location details of the mobile application using Native GPS details of the device and thereby filtration of the data fetched from central server using web views
- 1. Device Push Notification** - Notifications to the panelist basis their job preference which the panelist can chose to accept or reject

- 2. Camera Integration** - to aid the data collection process and also adding credibility to data
- 3. GPS integration** - To identify and facilitate movements of the user, which further can be used for further analysis
- 4. Survey details** - From project briefing to survey completion
- 5. Point Redemption** - Facility to redeem points earned on survey completion by panelist

Benefits

- Real time data collection and panel management
- Complete control of activities right from push notification to the redemption of survey points for panelist

Process



Result

- With a planned roadmap, Datamatics has helped the client to develop the requirement within a very short span of time
- Data collected can be used for further analysis