



Success Story

300,000 interviews, 199 centers, 14 countries

Survey processes digitalised with mQuest® and a customer specific portal

Since more than five decades ECE Shopping-Center develops, plans, realises, rents and manages globally. Various surveys about increase in quality of the shopping experience are carried out by each center in periodic intervals. In the context of a digitalisation strategy cluetec has developed a system for the organisation, execution and analysis in close cooperation with ECE. Center man-

agers can plan surveys and individualise questionnaires for the respective center via a central portal. Every person involved is automatically informed about tasks and the current state of the survey project. The data, which has been collected with mQuest®, is synchronised with the system and can directly be analysed and compared via a dashboard.

Products in use: mQuest® and an individually developed portal

Questionnaires, which can be individualised, for all belonging shopping centers

Automated, center specific PowerPoint and Excel reports

Concept and development of an organisation and analysis portal

Automated allocation of orders and questionnaires

Upload of data via WLAN and mobile network on a daily basis

Services



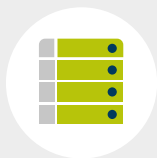
Development of an individual portal



Realisation of questionnaires



Support



Hosting

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From the concept phase, to the implementation and up to the timely launch the cooperation with cluetec was always characterised by friendliness and competence. We are looking forward to a long-time and successful partnership.

Dr. Till Dunemann,
Teamleader Market Research, Marketing,
Research & Innovation, Center Management
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Further information at
www.ece.de

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www.mQuest.eu