



Success story

Surveys and checks

at the point of sale

Bonsai's national team of trained field staff uses mQuest® to carry out various out-of-stock-checks, distribution checks, performance checks, promotion checks, competition checks, customer surveys and mystery research studies at the point of sale every year.

Structured monitoring and a detailed photographic documentation of the shelving situation are of key importance for POS checks. The data recorded with mQuest® including the photographic documentation is available for Bonsai's customers via a web based dashboard in real time and can be interactively analysed.

Various projects since 2007

Surveys and photographic documentation at the POS

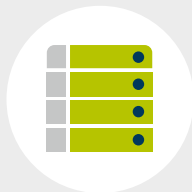
Field control via mQuest®'s integrated table management

More than 250 interviewers

In use throughout Europe

Daily upload via Wi-Fi and mobile network

Services



Hosting



Support

“

What we value the most about mQuest® is the wide range of functions, the intuitive usability and the fast performance on Apple iOS and Android.

Norbert Hegmann,
Managing Director Bonsai GmbH

Further information at
www.bonsai-research.com

”

www.mQuest.eu