



Success story

Airport survey

Flughafen Zürich AG

Data on passenger structures and passenger satisfaction has been recorded systematically at Zurich airport since 2007, to serve as the basis for improvements in service and infrastructure.

Additionally, the survey is used as an information source for many internal sections within Flughafen Zürich AG.

With approx. 15,000 interviews a year, particular importance is placed on efficient and error-free data recording. mQuest® has been used for many years and has proved itself to be a reliable assistant. mQuest® undergoes continuous further development allowing the user to remain at the cutting edge of technology.

Deployed products: **mQuest® market research** and **mQuest® direct response**

Project start: 2007

10 mobile devices for offline surveys, transfer via Wi-Fi

Interview duration:
Approximately 5 to 7 minutes

Approximately 15,000 interviews are conducted each year at Zurich airport

Multi-lingual in use (German and English)

Services



Provision of the software



Support

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mQuest® is extremely user-friendly enabling pleasant and efficient face-to-face interviews.

Hoitihm Cheung,
Manager Market Research, Flughafen Zürich AG

Further information at
www.flughafen-zuerich.ch

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www.mQuest.eu