



A GLOBAL TECHNOLOGY SOLUTIONS COMPANY RETAINS LEADERSHIP POSITION WITH QUICKSURVEYS.

Business Challenge

This global technology solutions company was looking to uncover ways consumers are engaging with current and new technology such as cell phones, laptops, tablets and what warranty options are currently in the market.

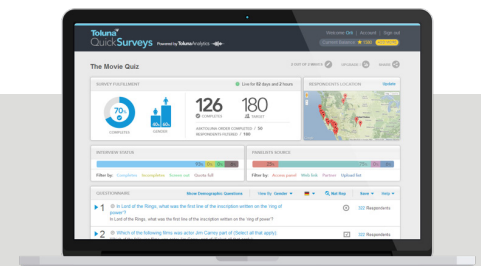
In a constantly changing market with new technology offerings popping up every day, this technology solutions company needs to be on the forefront of ever changing consumer needs, experiences, and preferences. As they keep a pulse on new technology, they also look for opportunities to offer warranty options on new wares to maintain their market leadership position.

Solution

With Toluna QuickSurveys, they are able to get real-time feedback from their customers about newer technology usage and analyze results in a shorter span of time than traditional market research to make agile business decisions about warranty options.

Impact

QuickSurveys helped the company spot trends before their competition and enabled them to make adjustments swiftly to help to win more business and keep competition at bay.



Industry: Information Technology

Client Profile:

- Privately held
- Provider of insurance for smartphones, tablets, consumer electronics, appliances, satellite receivers and jewelry
- Headquartered in Nashville, TN; Operate in 14 countries & 49 offices
- 17,000+ employees
- Serve 280 million consumers

Client - Technology solutions company