

Mobile Device Use In Customer Research More Than Doubled In Under 12 Months

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Smartphone and tablet device use for customer research has more than doubled in a twelve month period from July 2011, according to the latest device tracking from eDigitalResearch.

Results show that in July 2011, just 4.2% of eDigitalResearch surveys were completed on a mobile device, a number which has more than doubled to 9.2% in June 2012.

A supporting consumer survey from eDigitalResearch also found that the majority (82%) of those smartphone and tablet owners surveyed are likely to take part in surveys from their mobile in the future. Mobile devices are expected to play a growing role in customer insight and it is therefore imperative that brands and agencies work together to create a seamless and robust mobile optimised insight strategy.

Derek Eccleston, Head of Research at eDigitalResearch, explained, "Through our device detection technology, we were already seeing a growing number of people accessing our surveys from their mobile devices and therefore decided to take a deeper look at the preferences and expectations of mobile respondents. Our research found that, like mobile shoppers, mobile respondents rate functionality over layout and design, and prefer pages that load quickly rather than look appealing.

Deeper analysis of the results show that, like a retailer's mCommerce strategy, researchers need to ensure that customer insight programmes are available and suitably optimised through a variety of channels to allow respondents to complete surveys when and where they want to, including out of the home and on their mobile.

Worryingly, the research also found that several consumers are struggling to complete research that relies on their mobile device supporting third party software, such as Flash Player. 15% of respondents specifically stated that they had been left frustrated in the past when coming across a survey that would not allow them to take part because they didn't have certain plug-ins installed.

All of eDigitalResearch's surveys are W3C AAA compliant, meaning that they do not rely on various pieces of software to run seamlessly across various platforms. Whilst the introduction of HTML5 will eventually negate the issue of Flash Player, agencies need to be aware that more and more smartphone and tablet users are likely to be accessing surveys from various platforms and therefore need to accommodate certain restrictions and limitations within their overall mobile strategy.

For a copy of the full results and white paper, please complete the following short registration survey

<https://ecustomeropinions.com/survey/survey.php?sid=706368474> .

Alternatively, please sign up or log into the online benchmark resource or the eDigitalResearch website for access to this report as well as past studies.

About eDigitalResearch

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