

23% Of Customer Surveys Are Now Completed On A Mobile Device

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The latest device tracking data from eDigitalResearch shows that almost 1 in 4 (23%) of consumer surveys are now completed on a mobile or tablet device, a number which has grown from just 15% 12 months ago.

eDigitalResearch's survey system has been gathering information on makes, models and devices since its development ensuring that everyone can take part in research whether they're using a PC, mac or mobile device.

Device detection data is collected across all eDigitalResearch surveys and shows that consumers are increasingly feeding back on their overall customer experience when they want, where they want. eDigitalResearch mobile survey completion rates hit an all-time high in the summer when almost 28% of responses were collected via a mobile or tablet device, signalling the importance of making surveys accessible to all respondents and across all devices.

eDigitalResearch have long been well prepared for the mobile revolution, providing respondents with a unique feedback experience. When the majority of other research providers turned to flash to enhance their survey experiences for respondents, eDigitalResearch have been creating branded surveys using alternative technology that is guided by WAI and W3C principles making them accessible to everyone across all devices, makes and models.

This is all the more important when deeper analysis of the data reveals that survey completion rates via a tablet have become increasingly popular with respondents, especially in the past six months. eDigitalResearch's own consumer behaviour results show that 38% of consumers now own a tablet device and almost half (45%) of these are Apple iPads. Unlike eDigitalResearch insight programmes, other flash based surveys have been deemed simply un-usable on Apple tablets, alienating a huge section of potential respondents.

Derek Eccleston, Commercial Director at eDigitalResearch, comments, "We've long understood the importance of giving respondents a seamless and practical experience. Any research programme should be seen as an extension of brand customer communication and therefore should be treated like any other customer channel with the correct branding, tone of voice and look and feel. Our creative design and technical teams have worked to create fantastic looking surveys that are fully functional and accessible to everyone. We've invested in a respondent experience that makes people feel at home giving their honest views and opinions, helping our clients to glean that extra nugget of insight to put them ahead of the competition."

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