New SSI QuickThoughts 2.0 Mobile App Gets High Marks

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Today, SSI announced the release of QuickThoughts 2.0 mobile data collection app as the upgraded centerpiece of its comprehensive global mobile solution.Â The new release features an enhanced look and feel that reflects the latest in modern design and user experience.

SSI QuickThoughts 2.0 is a cross-platform survey app that works on Androidâ„¢ and iOSâ„¢ phones, and tablets, and is easily available on iTunesÂ® or on Google Playâ„¢.Â QuickThoughtsÂ® is part of SSIâ€™s comprehensive mobile survey solut providing access to higher income, tech-savvy, on-the-go respondents through SSIâ€™s fully vetted, optimized and engaged mobile panel.

To date, initial adoption and reactions to the new version have been very positive with a 95 percent adoption on Android and an average 4 out of 5 star Google Play review.Â There was a 90 percent adoption rate on iOS and an average 4.5 out of 5 star review on iTunes.Â SSI QuickThoughts has been reviewed and rated more than 14,000 times since its introduction.
This new release also lays the foundation for new measurement capabilities.

â€œAs SSI looks to augment active data collection with passive data collection in our mobile solution, including the use of more sensors and metering capabilities, itâ€™s important to deliver a stable, scalable application foundation,â€• said Ken Roe, vice president software development, IT engineering at SSI.Â â€œQuickThoughts 2.0 provides that foundation by using the latest in mobile technology and panel engagement.â€• Â

SSI introduced QuickThoughts in 2013 and designed it to integrate with the companyâ€™s global platform and SSI Blend for quality.Â QuickThoughts rapidly expanded to 19 countries* by the end of 2014. Â

With the launch of SSI Proximity Sampleâ„¢ earlier this year, location-based targeting with specific customer segmentation and behavior factors were added to SSIâ€™s mobile solution, enabling researchers to uncover sharper and deeper insights.Â

â€œSSIâ€™s growing mobile panel is fully integrated into our survey business.Â This means we offer best-in-class mobile spec solutions providing customers of SSI sample access to mobile-first and mobile-only households.Â This ensures our clients have the most representative sample possible for all research projects,â€• explained Saran Ganesh, SSIâ€™s director of mobile product marketing.

SSIâ€™s mobile solution can be used in various ways to understand customer loyalty, monitor purchase behavior, identify buying patterns, mystery shop, audit retail stores or product placement, capture fan experiences at sporting events, track patient satisfaction, monitor travelers at airports, or do exit polling at movie theaters or voting locations.

In a recent internal test, a QuickThoughts 2.0 in-the-moment survey was deployed on Black Friday targeting major retailers to understand the customer experience at different stores.Â The high response rate enabled SSI to derive unique insights such as shopper checkout wait time, time spent finding items they were shopping for and competitive analysis on product availability at different stores.

In fact, in a head-to-head, real-time comparison of two leading mass merchandise retailers, the survey found Black Friday shoppers buying more items and spending more at one store but paying the price of longer lines.Â Interestingly, despite longer lines, overall satisfaction was relatively high and the same at each retail chain (40 percent and 42 percent extremely satisfied).