

# Business Case

Flexible technology for face-to-face surveys



## IPSOS France: market research leader

With a permanent workforce of over 630 employees and a 96M€ turnover in 2004, Ipsos France is one of the major market research institutes in France.

Ipsos France offers surveys in five main fields: marketing (Novaction, Vantis, Insight and Observer), advertising (IpsosASI), media (IpsosMedia), opinion surveys (Ipsos Public Affairs) and client satisfaction (Ipsos Loyalty).

At the crossroads of these expertise scopes, Ipsos Observer offers a new generation of national and international surveys.

The Ipsos group:

Established in Europe, North and Latin America, Middle-East and in the Pacific-Asia area, the Ipsos group –created in Paris in 1975- is now present in 37 countries through its subsidiaries and is the 3rd world leading market research institute. The Ipsos group is listed on the Paris Stock Exchange ‘Nouveau Marché’ since July, 1 1999.

## Challenges

### *Renewal and update of the CAPI software*

Ipsos France was already equipped with market research software but wanted to benefit from the use of multimedia files for its face-to-face surveys. The other pre-requisite was to purchase a Windows-based tool.

## Solutions

### *Power and user-friendliness*

After a comparative analysis of the various CAPI applications on the market, the functions and the power of Converso as well as the quality-based service offered by Conversoft convinced Ipsos France to choose Converso CAPI.

Converso CAPI offers a completely integrated use of multimedia files for face-to-face surveys. It is thus possible to display images, audio and video files while conducting interviews. This technology has allowed Ipsos to setup more elaborate and relevant media surveys. Conversoft has also developed the double-screen technology for its CAPI solution to optimise the interactivity of its face-to-face surveys; this unique technology is used in particular by Ipsos for the AEPM survey (see below).

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## Zoom on: The AEPM project

The APPM (French association for the promotion of magazine press) conducts –through one of its subsidiaries, the AEPM- a series of magazine audience measurements. With over 20,000 interviews per year, this survey is the reference of magazine audience measurements. Ipsos France carries out the fieldwork for this recurrent survey. The market research institute thus chose Converso for it is the only application that allows to display a multimedia survey on two screens. This technology is, for example, used to display random magazine covers for more flexibility and user-friendliness. According to APPM, Converso allows them to offer “a unique double CAPI technology”.

[www.pressemagazine.com/accueil.php](http://www.pressemagazine.com/accueil.php)



## Client experience

*“In France, the level of expertise required for surveys is very demanding and Converso CAPI offers a large number of very advanced functions”* says Olivier Hennebelle, Ipsos France Information Systems Director. *“It’s a complete tool not only composed of an interviewing application but also of campaign management, reporting, fieldwork follow-up, consolidation and statistics tools.”* Therefore, Ipsos did not have to purchase different applications; the Converso solution met all their needs.

*“The first asset of Converso CAPI is the power of its script, near to unlimited, that allows to set up all possible surveys in a user-friendly manner.”* No need to be a specialist to understand scripts created with Converso, filters are simple and clear and only two hours of training are required for the script language. That is the reason why all the major French market research institutes have –like Ipsos- chosen Converso.

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The installation of the Converso PCs at Ipsos was carried out by Conversoft teams and was extremely simple and *“with very little information losses for such a level of power, that allowed us to gain a lot of time”*. The success of the collaboration with Ipsos has led to 255 Converso CAPI interviewer PCs as well as 6 Main PCs. Thus, all of Ipsos’ CAPI is managed by Converso.

## The assets of the collaboration

Ipsos was able to set up more complex surveys thanks to a solution that clearly offers more features and functions than other such applications. Ipsos’ need to conduct interviews that include multimedia elements was fulfilled; Conversoft even surprised Ipsos by offering the new double-screen technology.

Olivier Hennebelle also underlines: *“the little training required to set up a questionnaire”, “only two hours required to create a standard questionnaire! It is thus possible to substantially speed up the survey creation process.”*

The services offered were highly appreciated by Ipsos, *“the assistance carried out by the Conversoft teams is very efficient, the consultants are available and we appreciate their acute analysis and understanding of our issues”*: implication and assistance outline the quality of the Conversoft Customer Services and the effectiveness of their consultants.



## Presentation of Conversoft

Conversoft is the reference in market research software. Created in 1985, the company benefits from the most important experience on the market. Now a subsidiary of Business & Decision, Conversoft leads the international survey software market thanks to its powerful, intuitive and flexible range: Converso. The solutions offered by Conversoft allow to easily set up complex questionnaires for any interviewing mode (face-to-face, telephone, web, Pocket PC, cell phones...). Over 200 clients throughout the world trust us, thus a community of 11,000 users. Converso CAPI is part of the Converso range of products. For more details, please visit our web site at: [www.conversoft.com](http://www.conversoft.com).

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