

The **NEED**

- Mystery-shopping surveys are carried out. The interviewers collect the data on paper and enter it on web surveys directly from their home.
- Satisfaction surveys targeting web respondents.

ISL (GFKsubsidiary)

Is a market research institute that performs CATI, CAPI and

Web surveys with Converso

Conversoft's **ANSWER**

Setting up a Converso Web ASP platform.

The **BENEFITS**

Reducing the data entry as well as the data analysis processes (*for mystery-shopping*).

Matching the software used for CATI, CAPI & Web surveys.

Direct and secure access to all the elements of the surveys (questionnaire, databases....) hosted on our web servers.