

## The **NEED**

The «Paper» methodology of an important survey (*250 questions questionnaire*) carried out at the Saint-Denis airport incited Synthèses Réunion to find an professional software solution that would be user-friendly and flexible.

## SYNTHÈSES RÉUNION

**LOUIS HARRIS** subsidiary

Is a market research company equipped with CATI & Pocket PC platforms.

## Conversoft's **ANSWER**

Setting up a platform composed of 15 Pocket PCs with Converso Pocket.

Converso Pocket was the only software able to manage that specific survey.

## The **BENEFITS**

Automation of a 'paper' process.

Efficiency and productivity improvement.

Higher quality control