



Field Dimension Indonesia Goes Online with SurveyToGo

Case Study //

The Company

Founded in 2006, Field Dimension Indonesia (or FDI) is a data-gathering agency for research firms and brands alike. Its 17 full-time employees are assisted by 27 contract workers, 38 daily workers and up to 900 freelancers, as the task at hand dictates. Together, they pull off an astonishing 165 projects during an average year for well-known brands and research firms like IPSOS, Millward Brown, TNS, Unilever, and Nestle.

The Challenge

FDI had been using offline survey software for designing questionnaires and collecting data when they decided to switch to an online software solution. Rani Hanifah, Data Processing Manager at FDI, first heard of SurveyToGo from a client: *"We were looking at other solutions, but found SurveyToGo to be more affordable and user-friendly. The software just seemed easier to understand and came with a great tutorial."*

Project Highlights:

- 510 devices installed with SurveyToGo
- 75% shorter deployment than planned
- 50% improvement on Data Quality
- 15-20% saved on interview durations
- 1 week saved on average project duration

"We now conduct surveys faster, use less paper, eliminated data punching altogether, perform faster data processing, and are far more cost-efficient than before"

The Solution

After considering several solutions, FDI decided on SurveyToGo. *"We looked at other solutions but found that, for our needs, SurveyToGo's cost-effectiveness was superior,"* explains Hanifah. *"We love the fact that SurveyToGo allows us to design our surveys, run them on tablets and smartphones, and then instantaneously sync our data back to the office."*

Implementation

FDI installed SurveyToGo on 500 tablets, 6 PCs, and 4 laptops across the organization. Initial training took only three days. *"We learned everything else we needed through the tutorials,"* adds Hanifah. *"We had allocated an entire month for deploying SurveyToGo but we were done within a week!"* Dooblo's support team's fast response to FDI's requests was also key to the fast implementation.

Results

SurveyToGo's impact on FDI's business cannot be overstated: *"We now conduct surveys faster, use less paper, eliminated data punching altogether, perform faster data processing, and are far more cost-efficient than before,"* reflects Hanifah. When crunching the numbers, the results are even more striking: project duration is down, on average, by a full week saved on data processing no longer necessary; data quality is up 50% thanks to SurveyToGo's data quality features; interviews last 15-20% shorter than before; and nationwide projects demonstrate serious time savings now that waiting for remote surveyors to transfer their data is no longer an issue..

Advice

Hanifah's team is constantly learning how to benefit from new features and capabilities of the SurveyToGo software. When asked what advice she would give other research firms, Hanifah is very clear: *"Ask Dooblo for a trial session with SurveyToGo - you won't regret it!"*

About Dooblo

Founded in 2002, Dooblo is the leading provider of offline survey software for tablets and smartphones. Used by more than 400 prominent market research firms in 80 countries, Dooblo's industry-standard SurveyToGo software processes upwards of 20 million interviews each year conducted by global and local market research firms such as Ipsos, GfK, Millward Brown, and Gallup. Dooblo's surveying and quality-control technology powers the most complex field research projects today at 10x the data quality and 50% of the cost of traditional offline surveys. Get your free demo at www.dooblo.com

