

RAIT Grows Stronger with SurveyToGo

Case Study //

The Company

Founded in 2002, RAIT Ltd provides market research and analysis from its Lithuanian office. The RAIT team unites experts in market research, marketing, economy, and sociology, who carry out wide-scope research in different fields. RAIT specialists are experienced in different types of research projects, which they carry out both nationally and internationally. In 2004 RAIT became an ESOMAR member and during the same year carried out its first exit poll. RAIT Lithuania is part of the RAIT group, which operates also in Latvia and Estonia. RAIT's 50+ employees perform more than 100 face-to-face research projects every year for customers like Gemius, USP Baltics, and JCDecaux.

The Challenge

Like many research firms, RAIT had been using pen & paper surveys for many years. As computers, tablets, and smartphones became more prevalent in everyday life, RAIT decided to move towards a Computer-Assisted Personal Interview (CAPI) system. They were also counting on the new CAPI solution to help them with survey requirements that were too complex for pen & paper.

Project Highlights:

- 40 devices installed with CAPI module
- 8 devices installed with survey design studio
- 35% saved on project costs
- 10-15% shorter surveys
- Data quality significantly up

“One of the key things that we liked about SurveyToGo, and which we found to be the best in the market, was support. SurveyToGo support is brilliant - it is both fast and professional.”

The Solution

Martynas Pranaitis, Project Manager at RAIT, was part of the team responsible for choosing the new CAPI solution. *"We examined a large number of CAPI solutions and after rigorous software testing and long discussions with the Dooblo team, we decided that SurveyToGo struck the perfect balance for us of a rich feature set, fair pricing, and awesome customer support,"* explains Pranaitis. *"Overall, we found Dooblo to be a lot like our company, RAIT. Even though the history of both firms dates back to the start of the 21st century, to this day we never stop developing and searching for new and advanced ways to provide the best services. SurveyToGo has a great mix of functionality, price, a professional staff, and support. All this combined meant that SurveyToGo was the way to go for RAIT."*

One of the key benefits of SurveyToGo that struck a chord with RAIT was the ability to write complex scripts. *"This provides us with different ways of showing questions to respondents and, most importantly, expands our offerings to our clients,"* explains Pranaitis. But SurveyToGo's feature set was not the only factor RAIT considered. As Pranaitis elaborates, *"One of the key things that we liked about SurveyToGo, and which we found to be the best on the market, was support. SurveyToGo support is brilliant - it is both fast and professional."*

Implementation

RAIT installed SurveyToGo's CAPI module on more than 40 devices and the survey design studio on 8 devices. Training the field surveyors went much faster than planned thanks to the software's ease of use. RAIT's office team needed only one week to push the first electronic survey out the door and they are constantly learning about additional benefits and functions of the survey design studio. Dooblo's support team assisted RAIT in the

software evaluation, initial training, and even preparing customer proposals. As Pranaitis describes, *"Dooblo's support team helped us numerous times, especially while analyzing SurveyToGo and deciding we should go with them as our CAPI provider. Their reaction time is incredible and the answers are professional and thoughtfully explained. We have yet to encounter a better support team for any platform provider to date. This is a huge plus, considering we have a lot of face-to-face projects."*

Results

RAIT reports that SurveyToGo gave them a real competitive edge against local and international competitors. But the numbers also speak for themselves. Pranaitis estimates that project costs are down 35% thanks to the elimination of printing and manual data entry. Data quality went up significantly because SurveyToGo enables RAIT to monitor surveyors in real-time and avoid logical survey errors before they hit the field. As compared to PAPI, survey durations are down by at least 10-15% thanks to SurveyToGo's skip logic. When all is said and done, SurveyToGo enabled RAIT to realize very complex international projects more easily and with more features at their disposal than ever before.

Advice

When asked what advice he would give other research firms, Pranaitis exclaims, *"Never stop believing that you can improve something. SurveyToGo makes research firms' lives so much easier and provides CAPI opportunities, which were not possible before. SurveyToGo is a great platform for research firms that are looking for stable, well-designed and built CAPI software, and a professional team of experts that stand behind it. We would definitely recommend SurveyToGo to any type of research firm that is looking to improve its face-to-face surveys. After all, when you do it, do it right!"*

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

