



# RRC Associates Takes Remote Surveying to New Heights with SurveyToGo

## Case Study //

### The Company

Founded in 1983 in Boulder, Colorado, RRC Associates is a recognized leader in consumer intelligence and strategic market research for the tourism and recreation industries. RRC Associates provides a broad range of market research, land use planning, real estate, customer satisfaction, and media and communications research services. Their focus is on providing high-quality, customized market research, planning, and analysis services to their clients. A staff of around 20 experienced professionals with a rich perspective on research and tourism administer 100 or more projects that involve face-to-face research every season.

RRC Associates work extensively with the National Ski Areas Association, Whister-Blackcomb, Aspen Skiing Company, the Canadian Ski Council, Jackson Hole, and many ski resorts across North America. In addition, they also work with many resort communities and mountain towns, including the City of Boulder, Steamboat Springs, and the Golden Isles of Georgia.

### The Challenge

Over the years, RRC Associates utilized a variety of survey techniques, including paper forms and other types of electronic surveys. Nate Fristoe, Managing Director of RRC, explains: *"Our face-to-face interviews are often conducted in remote environments with poor internet access. It was important for us to have a solution that is robust enough to accommodate offline surveying and secure data transfer."*

### Project Highlights:

- 10-15% shorter projects
- 10-15% shorter interviews
- Data quality considerably improved
- Deployment shorter than planned
- Implementation was very easy and timely

**"The efficiencies generated through use of SurveyToGo have allowed us to improve the deliverables we provide to clients."**

### The Solution

RRC Associates considered, and in some cases purchased, almost every offline survey tool on the market today.

*"We researched solutions for several months before deciding to go with SurveyToGo. What really made the difference was Dooblo's understanding of the importance of the underlying data structure and appropriate variable and value labeling on the back-end for automating downloading the data into analytic platforms like SPSS,"* Fristoe describes the software selection process. *"Other companies just didn't seem to get the importance of this at all and were more enamored with their own fairly shoddy reporting platforms."* The key factors that affected the RRC software selection were the ease of survey design, the reliability of the offline interview process, and the ability to automate customized downloads. *"The geo-tracking has been a useful feature, especially in the context of doing interviews on-mountain at a ski resort. It is extremely helpful to see where interviewers are on the mountain and make sure they're following appropriate sampling protocols. SurveyToGo is a superior solution with a much more sophisticated understanding of how researchers actually use the data,"* concludes Fristoe.

### Implementation

SurveyToGo's Studio survey-design software was installed on every machine in the RRC office. The remote application was installed on hundreds of devices. Fristoe describes the implementation process as *"very easy. Our staff required very little training due to the fact they were already familiar with many other platforms. The project was completed in a timely way. We*

*used Dooblo's team to assist us with the development of a special question type that could utilize Android devices' NFC chip. We've been very pleased with the SurveyToGo team."*

### Results

RRC Associates reported an immediate return on their investment in SurveyToGo. *"It has allowed us to have a greater confidence level when deploying remote surveys in an offline environment,"* explains Fristoe. *"The efficiencies generated through use of SurveyToGo have allowed us to improve the deliverables we provide to clients."*

Fristoe estimates that the use of SurveyToGo has allowed RRC to cut down average project time by 10 to 15 percent. Data quality was considerably improved thanks to the ability to customize and automate the data downloads. RRC further reported a 10 to 15 percent reduction in interview length, depending on the device running the survey. *"We have greater confidence in proposing electronic surveying in remote environments than in the past,"* summarized Fristoe.

### Advice

When asked to provide advice to other research firms, Fristoe is very specific: *"Before deciding on a platform, make sure to spend significant time analyzing the quality of the data produced on the back-end. The reporting solutions most survey companies provide are, in many cases, entirely inadequate for professional analyses. SurveyToGo seems to have a much better grasp of this issue than other companies."*

## 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](http://www.dooblo.com)

