

# CASE STUDY: GEOLOCATION CAR-SHOPPER INSIGHTS WITH AFTER-VISIT GEOLOCATION SURVEYS



The owner of a regional chain of auto dealerships needed insights into how consumers approached shopping for a car from start to finish, with the aim of improving the entire car-shopping experience.

## Solution:

- + The client used MFourDIY® and its GPS-enabled smartphone GeoLocation feature to target panelists at dealerships; those staying 20 minutes or more received a survey notification as they exited, to be completed within two hours
- + Multiple-selection questions captured complex data about how consumers research possible purchases, how they view shopping experiences, and how they decide whether to make a return visit
- + The do-it-yourself survey combined short answer questions with open-ended video capture responses to understand the customer experience - including reasons for leaving without buying



## Results:

- + The study generated fast insights on factors impacting shoppers' satisfaction, including pricing, the staff's helpfulness, variety of models, location and convenience
- + 86% said they were shopping for a new vehicle for themselves rather than another driver; all respondents said they had done research to identify which cars they might want to buy
- + 74% of respondents who said they had left without buying were asked to make videos of themselves saying in their own words what they'd experienced and why they decided not to buy

## Outcome:

- + Using these insights, the client developed best practices for improving the shopping experience at car dealerships and driving new-car sales
- + By using MFourDIY® the client saved time and money because of fast fielding and free DIY programming
- + The client extended the study, making it an ongoing dealership experience tracker, and keeping the original questionnaire as a time-saving automated template

