

KEY SURVEY REVOLUTIONIZES Z RETAIL MARKETING'S DATA GATHERING PROCESSES

“We connect brands with retailers,” says Jackie Pink, Client Care Coordinator at Z Retail Marketing. “We’re a promotions company; we produce two in-store magazines, we collect consumer market information. Gathering information is a huge part of what we do. And Key Survey makes it so much easier.”

When Pink started with Z Retail Marketing, all the information-gathering was done by hand. The company produces a promotional magazine for one of their largest clients, a Canadian maternity-wear clothing chain. Readers would fill the survey out and mail them in.

“This is ridiculous,” Pink recalled. “Everything’s online. We need to do this online. And that’s what led us to Key Survey.”

Online surveying is far easier to handle than paper surveying. Save time and money.

One of the promotional magazines created by Z Retail is distributed through retail outlets and via mail. The circulation is roughly 150,000 copies per issue, produced twice a year. The advertisers of each magazine are given the ability to ask market research questions, gathering useful marketing data from the magazine’s audience of new and expectant mothers.

In the past, this had to all be keyed and tabulated by hand. With Key Survey, that’s changed.

In an online survey, the respondent enters the data. You don’t have to.

“It’s added I would say a week to two weeks of working hours onto my time,” said Pink. “It’s taken away my sitting there grudgingly five, six hours a day going through Excel files and trying to tabulate everything for a month. Honestly, Key Survey has saved me this much time. It has opened up my time to come up with other ideas that are now making and saving money for us.”

Key Survey takes care of the drudge-work and lets you focus on what you do best.

Pink isn’t a tech – she’s a marketing professional. When she started looking for an online surveying product, it crossed her mind that it might take a while to learn. With the Key Survey trial, her fears were dismissed.

“I had it down within an hour,” she said. “It was so easy. And if at any time I had a problem or a little glitch I could just use the online support. They were amazing. I just click a button and the window opens up. They were great. It’s an excellent help tool, and the service is just brilliant. I even know them all by name!.”

Key Survey’s customer support is the best in the industry.

As well as making it easier to gather market research information, Key Survey has been instrumental in another small part of Z Retail Marketing’s business.

“I used Key Survey to send an email message which could potentially down the road save us thousands of dollars!” said Pink. “We had a small database from a contest we had run earlier in the year and we wanted to say ‘hey, what’s going on’; remind them of our site. And make sure the email addresses were still valid – to give them the opportunity to opt-out if they wanted to. The result was a cost effective vehicle to get our message out and maintain a quality database-saving us money while making us money.”

“Key Survey has saved us thousands of dollars,” Pink said. “It’s completely changed my job. It’s essentially making our business more profitable.”