

# How Ad'hoc Research cut software costs and won more projects with SurveyToGo

**50  
devices**

equipped with SurveyToGo

**15–20%  
savings**

on software ownership costs

**More  
projects won**

thanks to expanded capabilities

## Product:

SurveyToGo

## Industry:

Market research

## Introduction:

Based in Lyon, France, and founded in 1992, Ad'hoc Research is a full-service market research firm that conducts international market research and collects fieldwork data for clients such as BMW, L'Oreal, Roche, Disney, and others. Its tailored methods include face-to-face, telephone, and online research, and its expertise covers both qualitative and quantitative data analysis. Ad'hoc conducts approximately 100 market research projects worldwide every year with a staff of 20 full-time employees and up to 1,000 researchers.

## The challenge:

While Ad'hoc Research conducted its face-to-face research projects using PAPI (pen and paper) and legacy software, the company recognized it was time to evolve and modernize. To improve its clients' experience, Ad'hoc needed to upgrade to a flexible software solution that would broaden its capabilities and add features like images to clarify some of the research questions. It was essential for Ad'hoc to test the waters to see how to overcome the challenges it faced.

## The solution:

Following an extensive search, Ad'hoc Research turned to SurveyToGo. It became instantly clear that SurveyToGo was the best option for upgrading towards what Ad'hoc needed.

"We found SurveyToGo so reliable, customizable, and flexible, especially the pay-per-use pricing model," said David Albet, Marketing Project Manager at Ad'hoc Research. "We found SurveyToGo so reliable, customizable, and flexible, especially the pay-per-use pricing model. Imagine how pleasantly surprised we were when we learned how easy and flexible SurveyToGo was to program. But when [the SurveyToGo team] developed a custom feature specifically for us, we were absolutely stunned. Their responsiveness to help us and deliver exactly what we needed made our decision the right one."

Now the firm's researchers use an abundance of SurveyToGo features, but some of their favorites are geo-localization, automatic export, attaching images, and complex scripting in JavaScript for filtering and displaying tasks.



## The results :

Ad'hoc Research installed SurveyToGo on 50 devices in much less time than it ever expected. "Implementation is astonishingly easy and fast," Albet said. "It only takes about a couple of hours to program a basic survey. Complex surveys take longer, but we like having the flexibility of programming according to the needs of the survey or client."

Ad'hoc rarely needs support for its research software, but when it does, the team appreciates the SurveyToGo team's fast and precise responsiveness as well as its readiness to develop new features as needed.

Being able to accommodate clients and meet their unique needs, Ad'hoc is now able to take on more work and expand the business further than ever before. Its research quality grew higher due to SurveyToGo's advanced quality control features like geo-localization. Additionally, Ad'hoc's software ownership costs went down by 15-20% thanks to SurveyToGo's flexible pay-per-use pricing model.

Ad'hoc strongly advocates for SurveyToGo. When Albet was asked what advice he would give other market research firms, his answer was short: "What are you waiting for? Get SurveyToGo!"



SurveyToGo has allowed us to win projects we simply couldn't have before.

— **David Albet, Marketing Project Manager, Ad'hoc Research**