



Success story

## Worth asking

International customer survey at the POS with more than 9,000,000 participants

Since 2016 Lidl has been conducting customer surveys in more than 25 countries all around the world. After their purchase, customers are asked about their place of residence, receipt of the weekly advertising flyer and other topics.

Since the start of the project, over 9.2 million interviews have been conducted in Lidl stores. Provided address data is compared with stored street lists and automati-

cally enriched by geocoordinates within the system. To secure the conformity with the data protection regulations in the respective survey countries, the data collection is anonymous.

Collected data is managed in a custom developed portal and displayed as charts. The obtained results provide valuable information for future expansion planning and the distribution of advertising material.

Deployed product: mQuest®

Millions of data records collected in more than 25 countries

Digitalised questionnaires with stored street lists

Multilingual questionnaires in 23 languages

Automatic addition of geocoordinates

Independent of WiFi or mobile networks thanks to offline functionality

### Services



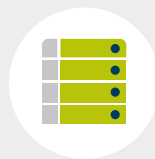
Provision of the software



Individual portal for analysis



Support



Hosting



With mQuest® we could rely on a finished product and therefore reduce the time-to-market for our survey solution enormously. The variety of functions, in particular the offline functionality, convinced us. Thus, we were able to increase and standardise the quality of our survey results internationally.

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Further information about the customer:  
[www.lidl.info](http://www.lidl.info)



[www.mQuest.de](http://www.mQuest.de)