



Fr3dom's PDA solution is Box Office Hit for iD STAFFING and ODEON

About iD STAFFING

iD STAFFING are the UK's leading provider of brand ambassadors, and are specialists in Integrated Experiential Marketing with over 13 years experience. iD have a database of over 3,000 trained brand ambassador staff, meaning they have the right person to represent their clients in any environment.

Introduction

iD STAFFING were retained by ODEON to interview customers at ODEON cinemas. The objective was to sign up customers to receive ODEON offers, film reviews and weekly film times by email. In return customers were entered into a free prize draw to win an iPod. Once collected, the data needed to be converted for entry into the ODEON contact database.

It was anticipated that there would be in the region of 380 sign ups per cinema over the weekend period that the activity was running for.

The traditional pen and paper / script method would have been impractical and bulky. It is wasteful of paper and would necessitate re-keying before conversion into the ODEON database format. This method would risk introducing re-keying errors and significantly add to the costs and turnaround time for data return.

The Fr3dom solution

To address these issues, the fr3dom platform was run using PDA devices. The recruitment script and address / email harvesting forms were coded directly onto the device. Address entry fields specified as mandatory by iD/ODEON were set accordingly on the platform, meaning that the user could not proceed without entering all required data. This eliminated the problem of incomplete forms commonly seen on paper based solutions.

The devices were set up to display ODEON branding on the title screen, delivering a consistent brand message. The option to subscribe to either film times, ODEON offers or both was offered to the respondent. In addition, the ODEON privacy policy and Terms and Conditions for the competition were stored on the device, allowing respondents to view them on-screen without the field staff having to carry additional paperwork.

The captured was encrypted and stored on the device. At the end of each working shift, the encrypted data was uploaded to the Fr3dom secure servers. The data was then off the device, and could be analysed whilst the campaign was still in progress.

Results

Staff using the fr3dom platform were able to collect over 800 "live" records per outlet in just two days with three devices, over double the initial estimate. The full data set was collated, correctly formatted and delivered to iD on the Monday after the weekends' activity.

Hannah Fitt, Account Manager at iD said, "The client was really pleased. Using the PDA solution was much more time efficient, and the speed of data return was very important to us."

"Fr3dom provided the data already formatted to the specifications that ODEON required, so the data set was immediately ready for the client to use. Also, by using the fr3dom platform we were able to set staff targets and incentives, and track individual staff totals."

iD STAFFING United Kingdom

Research challenges

- High volume of interviews
- Rapid turnaround of data required
- Accuracy critical
- Data security
- Format to client specification



Interviewer: Record the location details of the cinema you are working at:

- Dunfermline
- Glasgow Quay
- Guildford
- Leicester
- Newcastle East
- Norwich
- Southampton
- Uxbridge

Fr3dom solution

- PDAs provided with software pre loaded.
- Devices despatched direct to field staff
- Rules engines ensured answers could not be missed
- Full instructions given on screen to help users throughout questionnaire
- GPRS transmission of data enabling real time monitoring
- Data encrypted and stored on secure servers
- Fully formatted data provided <24 hours from end of campaign

"This campaign has gone brilliantly well! The Fr3dom platform was so much better than using paper. Whenever we can use Fr3dom, we will."

Hannah Fitt
Account Manager, iD STAFFING