MOBIAUDIT™ is a multipurpose online/offline survey and data collection platform that enables easy, instant and accurate mobile data collection and delivery.
A CROSS-PLATFORM SOLUTION
Maximize your performance while lowering your costs

Supporting the major mobile operating systems, MobiAudit™ covers a vast mobile user base. This allows you to organize Bring-Your-Own-Device (BYOD) campaigns or supply your field staff with inexpensive, reliable devices that boost your overall results while driving costs down.
MobiAudit™ has MANY APPLICATIONS such as:
- Mystery shopping
- Face-to-Face interviews
- Internal audits
- Event evaluations
- Price audits
- Customer surveys

Mystery shopping is used to measure quality of service or gather specific information about products and services. Field data is collected by “mystery shoppers” and recorded on paper or on-line.

How MobiAudit™ Helps:
- Data collected and submitted on-the-spot
- Data validation during entry
- Instantaneous data submission
- Data and images collected even when offline
- Geo-verification and time-validation of answers
- Scenario-based survey flow automation
- Application integrated with the Shopmetrics™ reporting and scheduling platform
FACE-TO-FACE INTERVIEWS

FACE-TO-FACE INTERVIEWING is the most frequently used quantitative and qualitative method for researchers to acquire factual information, consumer evaluations, attitudes, preferences and other information from respondents.

HOW MOBIAUDIT™ HELPS:

- Minimize bias among respondents and interviewers
- Engage respondents with visually-appealing surveys
- Access data and reports instantly
- Automate survey flow based on scenarios
- Collect data and images even when offline
- Application integrated with the Shopmetrics™ reporting and scheduling platform

RETAIL AND PRICE AUDITS

A report by the Federal Trade Commission revealed that almost 5% of all items sold in retail stores are priced incorrectly. Nearly 60% of all mispriced products are sold at prices less than what the consumer believes that he or she is actually paying. This results in massive losses for retail chains. Price Audits verify whether products are being sold at their correct prices.

HOW MOBIAUDIT™ HELPS:

- Price data delivered instantly, on-the-spot
- Data and images collected even when disconnected or offline
- Audit projects defined and deployed quickly
- Data validated during entry
- Geo-verification and time-validation of answers
- Application integrated with the Shopmetrics™ reporting and scheduling platform
CUSTOMER SURVEYS

The best time to assess satisfaction is while the experience is fresh in the mind of the customer. The best surveys are highly interactive, visually engaging, and communicate with the respondent on an emotional level. Traditional pen and paper surveys do none of these things.

HOW MOBIAUDIT™ HELPS:

- Engage respondents with visually-appealing surveys
- Run surveys on Kiosks and handheld devices across multiple mobile platforms
- Effectively manage field workforces
- Validate data with geo and time verification
- Collect survey data even when offline
- Instantaneous survey data submission
- Application integrated with the Shopmetrics™ reporting and scheduling platform

EVENT EVALUATIONS

Event evaluations quantify the extent to which an event has succeeded in achieving its purpose. MobiAudit™ enhances interaction with your delegates by making feedback easy and accessible on a vast range of mobile devices.

HOW MOBIAUDIT™ HELPS:

- Interact with delegates using polls and surveys
- Visually-appealing survey designs
- Drive higher levels of participation
- Collect survey data instantly
- Incorporate live results within your multimedia solutions
- Application integrated with the Shopmetrics™ reporting and scheduling platform
INTERNAL AUDITS

Organizations perform thousands of operational audits every day without realizing it. Examples include inventory checks, compliance audits, process results, and more. The major challenge associated with these activities is the setup and management of the process of data collection, storage and reporting.

HOW MOBIAUDIT™ HELPS:

- Deploy new projects instantly
- Intuitive, user-friendly interface
- Users can attach media files to verify results
- Submit results instantly for real-time reporting
- Collect audit data and images even when offline
- Run audits on most mobile devices across multiple platforms
- Application integrated with the Shopmetrics™ reporting and scheduling platform
ELIMINATE FRAUD

GET RESULTS YOU CAN RELY ON!
Know exactly where and when data is collected with time and GPS stamping on each response.

ONLINE? OFFLINE? NO PROBLEM!

COMPLETE SURVEYS EVEN WHEN NO INTERNET CONNECTION IS AVAILABLE AT THE LOCATION!
MobiAudit™ automatically downloads and stores the survey on the mobile device. Data is synced back to our servers when a connection is available.
SMART SURVEY AUTOMATION

MobiAudit™ can DYNAMICALLY ADJUST SURVEY FLOW IN REAL-TIME, helping your surveys adapt to any business scenario.

DATA CONSISTENCY CHECKS

DATA IS VALIDATED DURING ENTRY, AND AGAIN ON OUR SERVERS AFTER SUBMISSION. Standard validation can rapidly and easily account for nearly any scenario, and MobiAudit™ supports custom validation for the ultimate in flexibility.
MULTIMEDIA CONTENT SUPPORT

A PICTURE IS WORTH A THOUSAND WORDS. MobiAudit™ lets you attach audio files and images containing GPS data to ensure photos are taken on-site. Synchronization is performed automatically.

INTEGRATED JOB BOARD

MOBIAUDIT™ ALLOWS USERS TO GRAB OPEN JOBS WHILE ON-THE-GO, getting results to you faster.
MORE FEATURES AND BENEFITS

**YOUR NATIVE LANGUAGE**
MobiAudit™ provides complete multilingual capabilities. Shoppers and field-workers can complete surveys in their native language, making deployment and ramp-up fast and simple.

**A CROSS-PLATFORM SOLUTION**
Available on Android, Apple iOS, Windows Phone and Windows 8 devices, MobiAudit™ runs on almost anything, including low-cost devices. Offer data collection to users of all types, in all markets.

**GEO STAMPING**
MobiAudit™ records GPS and timestamp data for each action the respondent takes, ensuring the accuracy of responses.

**PUSH NOTIFICATIONS OF ASSIGNMENTS**
Shoppers and field workers are alerted of assignments via push notifications, helping to get the job done on time, every time.

**MULTIPLE-PROFILE SUPPORT**
MobiAudit™ operates with multiple user profiles at the same time, creating a single, shared inbox for the worker. One independent performer can easily manage and perform work for multiple research companies.

**SECURE DATA PROTECTION**
MobiAudit™ encrypts all stored information to protect your data in the case of a device being lost or stolen.

**TRAINING AND “TOUR MODE”**
Built-in MobiAudit™ training and “Tour Mode” allow the swift setup of shopper and field worker trainings and demonstrations, cutting training expenses.

**INTUITIVE USER INTERFACE**
MobiAudit™ incorporates vivid graphics and animations to maintain user focus and facilitate ease-of-use.
REBRANDING OPTIONS

MobiAudit™ offers complete rebranding options including changing the application developer name, splash screen, and logo.

To better control rebranding costs, rebranding is offered for each mobile platform independently. Select from Apple iOS, Android, Windows Phone, and Windows, or any combination of them all.

Custom-rebranded versions of MobiAudit™ receive regular updates.

Many mobile platforms.
Many applications.
Many features.
ONE PRODUCT.

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