

OnePoint Global, CE Agency to expand mobile research capabilities

OnePoint Global, the global market leader in mobile research technologies, has developed a partnership with South African based Customer Experience Agency (CE Agency). By utilising OnePoint Global's leading mobile survey platform, CE Agency will enable mobile research to be undertaken on any mobile handset, including tablet devices, in any language and in any country across Africa.

OnePoint Global's mobile survey platform supports multiple mobile data collection channels including, SMS, WAP/Mobile web, mobile application, voice and 'choice' which enables customers to select their preferred channel. This broad reach nurtures high response rates and high levels of customer engagement.

Robert Philpott, global managing director at OnePoint Global comments, "Our partnership with CE Agency comes at a very exciting time as Africa has enormous mobile growth potential and few legacy research methodologies in place. The CE Agency team are customer satisfaction specialists and this is one of the areas where mobile surveys can be the most effective. Engaging with customers at the point of interaction captures powerful real-time and in-the-moment insight."

"The partnership has produced immediate results." Philpott continued, "We are pleased to welcome TOTAL South Africa as a client, the fifth largest publicly traded international oil and gas company and a world class chemicals manufacturer as a client."

Dineo Mondlane, marketing manager at TOTAL says, "Our current pen and paper surveys are highly labour intensive, time-consuming and prone to error. We've wanted to embrace mobile research for a long time, however up until now we couldn't find a solution that works across all mobile platforms. By using OnePoint Global's mobile surveys, that is no longer a concern."

We can benefit from capturing immediate, quality responses from both our customers and employees. Mobile facilitates this like no other methodology. We are looking forward to working with the team at CE Agency and OnePoint Global and we are excited about improving our customers' experiences when interacting with TOTAL."

Ian Jeffrey, director at CE Agency adds, "We're delighted to be forming an alliance with OnePoint Global to provide our clients with mobile survey capability. Our team has a real passion for improving customer experience and with OnePoint Global as our technology partner we will make sure that our clients don't miss out on in-the-moment, quality insight."

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