

Case Study

The organization took help of MintStat to gauge mobile banking awareness amongst its consumers to offer related solutions

MintStat

Overview

The organization offers various mobile solutions to its customers. It always does a market survey of current trends in mobile applications before coming out with new solutions.

Business Situation

The organization is in the domain of rapidly expanding mobile application development business. It always comes out with innovative solutions. It aims to create mobile banking solution for some of its banking customers.

Business Challenge

Any mobile application may succeed or fail based on certain factors such as level of awareness, level of ease, security etc. While creating mobile banking application, the organization wanted to know answers to some of following questions:

1. What is the approximate percentage of Smartphone users?
2. What are the current options available in mobile banking?
3. What is the level of awareness within certain user groups?
4. What are the top 3 transactions users would like to perform on mobile banking?

MintStat Solution

MintStat proposed to launch online survey amongst a sample of prospective users selected randomly. The survey asked users questions ranging from what kind of mobile they use to what are their top concerns. The survey was created with so much of focus that it was a big hit amongst the users. There was more than 95% of responsiveness and almost 99% of respondent answered entire survey without junk answers. It requested users to provide free text comment as well. The survey responses were kept confidential and no personal info was requested while filling the survey. Multiple follow-ups are sent to respondent who did not respond to the survey. Once all the responses are obtained, each survey question is evaluated and presented to organization management with detailed analysis showing Bar graphs and pie charts.

Benefits

1. The organization got the overall picture of its mobile customer base.
2. The organization got the idea of current market offering.
3. Users feel empowered and understood that their opinion matters.
4. The organization started developing solution based on survey results.

MintStat

www.MintStat.com