

CUSTOMER CASE

Dyne Advanced Analytics

Visitor survey at the NZZ trade fair stand using iPads and automatic real-time analysis

Dynelytics developed an online solution for the NZZ using data collection on iPads and real-time analysis which was displayed instantly on a screen on their trade fair stand.

Dynelytics implemented both the questionnaire, which was specially optimised for iPads, and the depiction of the results, which was updated automatically every three minutes. The entire solution was hosted in the DyneCloud.



The Neue Zürcher Zeitung attended the specialist personnel management trade fair “Personal Swiss 2012” to present its range of services for publishing job advertisements. So that the NZZ could take a sounding of the specialists present, the stand personnel used several iPads to ask visitors for their opinions about advertising job vacancies. Nearly 200 people took part in the survey in this way. Amongst other things, they felt that the main benefit of newspaper advertisements was the fact that this environment also creates an advertising effect for their own company. Three quarters of the respondents felt that the medium a company selects to search for personnel has an influence on the company’s image, which is why management vacancies in particular are advertised in the NZZ.

Dynelytics implemented an automated display of the results with many extras

The chief attraction of the survey was the fact that the results were displayed in real-time on a large screen on the NZZ stand, which greatly increased its attractiveness. This presented an automatically changing series of meaningful bar

Dynelytics programmed the questionnaire, which was especially optimised and laid out for iPads, and hosted both the survey and the analysis on its own cloud, the DyneCloud, which made this real-time online solution possible.

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charts and a so-called tag cloud, which used different sized words to show the characteristics visitors particularly ascribed to the NZZ (see sample illustration). Visitors were also able to see how great a chance they had of winning one of the major prizes for taking part in the survey, as the odds were continuously updated.

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You can watch the video of the NZZ stand survey at:
http://youtu.be/2wi_0ndAfVk