

Harris Mobile

Consumer & Business Intelligence: Anyone. Anywhere. Any Screen.



Harris has always been a reliable business partner in reaching consumer and business audiences and delivering impactful business insights.

With the launch of Harris Mobile, we are one of a few major research insights companies to deliver feedback via all five major mobile device platforms.

Across the globe, ownership of mobile devices is widespread with mobile internet and smartphones growing fast. Mobile communication is now a key channel for many individuals who are expanding their usage from calls, email and text messages, to social networking, search, reading, watching video, listening to music, shopping, and transacting on the go.

Incorporating mobile capabilities into your research methodology allows you to stay in tune with these changing behaviours, enabling you to observe and monitor reactions from any location, expanding your ability to connect, and at greater speed.





Platforms, Functionality, and Features

Harris Mobile is a CAMI (Computer Assisted Mobile Interview) platform that allows interviewers to conduct user-friendly mobile surveys.

The data capture software for mobile, Conformat, is the same as for online, telephone, and other methods. This means we can deliver the same survey to your target audience via any contact channel, allowing you to develop smooth multi-channel surveying methods, and analyse the data just as easily.

Harris Mobile provides flexibility to use the most relevant form of survey, whether SMS, mobile internet, or App based to suit the device and platform owned by your target audience. Harris Mobile applications operate across all key platforms:

- Apple iOS (iPhone & iPad)
- Android
- RIM/Blackberry
- Windows mobile
- Symbian

The branding of the app/platform can be customised to your needs and our survey apps can be integrated with your existing apps.

Basic survey design integrates seamlessly with the software using Conformat scripting and can incorporate several different question formats as well as images as necessary.

Extensive research, trials, and testing have gone into the development of our Harris Mobile application to ensure that we provide the best possible interface to engage in an effective user experience. The survey design adapts to suit the screen and device of the user.

It's not just about the Technology & Reach

The content of your mobile survey and the way the findings are brought to life are extremely important. We will always consider your business and research needs at the outset, applying our solutions expertise (Brand & Marcoms, Stakeholder Research, NPD) as appropriate, and combining this with in-depth sector knowledge, to ensure strong content and insight.

Use Case Examples

- **A client requires opinions from respondents in real-time, while they are engaged in an activity** such as: Travel, event attendance, shopping, visiting a bank, eating out, watching a TV programme, etc. Rather than wait for the target audience to answer the survey on their PC and risk alterations in perceptions or decay of recall over time, the client is able to reach the target audience while they are engaged in the activity and capture “moment of truth” responses.
- **A client is holding an event or conference and seeks various data:** Opinions regarding the material being presented, level of agreement with speaker(s), attendee satisfaction with event, etc. Attendees are asked or incentivised to install Harris Mobile on their smartphones using credentials given at the event registration. Surveys are pushed to attendees at various times throughout the event. Harris Mobile is able to anonymize the data and report in aggregate, as well as perform analyses based on the feedback and results. Mobile Internet is also available for attendees who do not want to download the app or do not have smartphones.
- **The target audience of interest to a company is notoriously hard to pin down, or is not often in front of a computer.** Examples of such segments are: Business travellers, service industry employees, and college students. The client is able to push surveys to the smartphones of these audience members and capture immediate results without waiting for them to get in front of a PC.
- **If you have regular dialogue with a community of people,** due to the intimate nature of the device, mobile can be a good way to ask them to share personal things e.g. photos, social networking behaviours, as well as being a positive engagement tool over time where your business or communication is digital, whether you want to get opinion on advertising, mobile and web sites, or gaming and entertainment, mobile is natural method of contact for respondents.
- **A smartphone OEM, or Mobile App/OS software designer looking for information about their audience.** The mobile app would allow them to gather information in the respondents’ natural environment. It would also ensure that respondents actually qualify as smartphone owners and provide additional information about the device the respondent is using.

Contact Us

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Connecting with Difficult-to-Reach Audiences

Business travellers, 16 to 24 youth, In-store shoppers. Employees in field. Senior business executives. Medical professional. Each of these groups can provide invaluable information regarding your company's products, processes and services. They're also challenging to reach using traditional survey methods. Harris Mobile equips you with the reach to connect with respondents who would otherwise not be available, enhancing the representativeness of your target.

