



Success story

**Satisfaction measurement**

of pharmacy customers

Bonsai has been using mQuest® for continuous and independent measurements of the consultation quality (tracking) in pharmacies since 2009.

After the consultation, the customer has the possibility to rate the quality. The system transmits the data directly to Bonsai via internet, for example once a day.

Subsequently, the data is evaluated neutrally and continually.

Category-based evaluation of survey data allows for a differentiated view on the consultation quality concerning different product segments, thus forming the ideal basis for improvements.

Deployed products at the terminal:  
**mQuest® market research**

Daily upload via Wi-Fi and mobile network

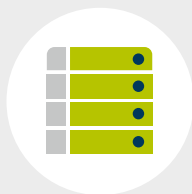
Interview duration:  
Approximately 5 to 7 minutes

Project start: 2009

Data is captured via questionnaires on tablets

Category-based analysis

Services



Hosting



Support



With mQuest®, we rely on a tool that meets all our requirements for a modern survey software at the first go.

Dirk Hamann,  
Director Research, Bonsai Market Research

Further information at  
[www.bonsai-research.com](http://www.bonsai-research.com)

