



CASE STUDY:

Gaming Firm Wins Big With Infosurv

“We’re benchmarking our games now, so that all concept development is more targeted and consistent. Infosurv’s online process has enabled us to streamline and refine how we bring product to market.”

—Gerard Caro, Director of Market Research for GTECH

The Infosurv Advantage

- Number of concepts tested per survey increased by 20%.
- Days stripped out of survey process speeded turn-around.
- Sales process boosted by targeting the right concepts to each state lottery.
- Research and development enhanced by benchmarking average response data against new products.

The Challenge

GTECH delivers lottery technology and services to government agencies around the world, including the Georgia Lottery. For years, they used traditional focus groups and large-group audience testing to determine player preferences in areas such as prize attractiveness, ease-of-understanding, and overall visual concept appeal. GTECH knew the benefits of online research, but they were hesitant to employ the approach until they found a vendor that really understood their needs and could deliver precision surveys reliably and securely online. They selected Infosurv.

“Infosurv really demonstrated a desire to work with us and learn our company,” said Audrey Pate, Market Research Manager for GTECH. “They have a process that is easy to work with and they are flexible to our needs. I feel that I’ve got a very good, open relationship with Infosurv, and that they’re willing to address any concerns I have. And they’re willing to grow and adapt to our business.”

GTECH made use of Infosurv’s ability to create completely custom research solutions. To raise GTECH’s game, Infosurv imbedded customized flash demos into some of their surveys to help players understand a concept and better grasp how to play. They took GTECH’s library of gaming data and created a database where new game results can be benchmarked against the old. This enables GTECH to accurately judge the impact of each new product against historical data.

“With the baseline created by Infosurv, we know what works and what doesn’t,” relates Audrey. “We can adapt to what we learn and greatly improve our product development. We can go to a state agency and tailor our sales pitch based on what we know will appeal most to the demographic groups that live in that state. And with an online process, we’ve taken days out of how long it took to complete our research.”

Gerard Caro, Director of Market Research for GTECH, believes strongly in the online approach stating, “We used to only test about five concepts in a focus group. Now, through an online environment, we can test 6-8 with one survey. This greatly reduces the time it takes for us to analyze whether or not a game is viable, and helps us to focus our attention on the products that will deliver the most overall value to our customers.” Infosurv’s experience in online surveys assures GTECH of the utmost in precision and reliability, so they confidently develop the best possible games for their clients.

About Infosurv

Infosurv leads the field of online survey research. They specialize in customer and employee surveys that build valuable and actionable business intelligence for a wide range of Fortune 500 corporations, major government agencies, national associations, and a number of smaller companies and non-profit organizations. Infosurv’s core value lies in its PhD-level researchers, experienced project managers, and highly trained technical and analytical staff that possess a unique combination of market research expertise and technical prowess that delivers superior results.