

BMW

The BMW Group conducts online studies using QuestionPro to obtain decision-relevant information more quickly.

BMW Group



Contact

Dr. Josef Köster

Team leader customer segmentation,
customer foresight and innovation
studies

Solutions

Audience | Survey |
Consulting



The Challenge

Agile to respond to new requests
and collect data in a high quality.

Acceleration of research through full
service and the possibility of
self-service.

About BMW

- Founded in 1916
- Market leader in the premium segment
- HQ Germany (Munich) worldwide offices

[bmw.com](https://www.bmw.com)

CHALLENGES

- Agile market research
- High data quality in the implementation of panel studies
- Full Service and Self Service

Overview

We had the privilege of speaking with Dr. Josef Köster, team leader customer segmentation, customer foresight, and innovation studies at BMW Group. His primary tasks include customer segmentation and target group analysis and applying panel research, mainly when looking to understand the product market.

Target

To be able to react at short notice to market research enquiries from the respective specialist departments and to carry out market research projects correspondingly quickly so that the respective specialist department can make strategic decisions promptly and on the basis of high-quality data.

Challenge

The overarching goal of the BMW Group is to respond quickly to enquiries from the relevant specialist department and, depending on capacity utilisation, to carry out market research projects and panel studies either independently or with the help of the QuestionPro project team. The data collected from the worldwide QuestionPro panel must meet high quality standards due to the customer-relevant implications of the decisions taken.



“The flexible and responsive project management meets our requirements for the short-term nature and speed of studies to a high degree. The quality and proactivity of the project support as well as the speed in the implementation of the reporting also meets the highest demands.”

Dr. Josef Köster, Team leader customer segmentation, customer foresight and innovation studies

Outcomes

With QuestionPro market research tools are simplistic in implementation BMW is able to conduct market research projects quickly and agilely in-house and with its own resources. When projects are running at high capacity, BMW relies on the QuestionPro project team for additional support. Full-service project requests can be implemented immediately with dedicated QuestionPro resources when requested.

In order to provide high-quality data initially determined to be a must have by Dr. Köster is one person from a research team, QuestionPro uses an integrated Data Quality Check tool for the panel studies outsourced by BMW. The Data Quality Check tool uses intelligent algorithms to automatically identify and sort out so-called "bad responses".

QuestionPro is able to take advantage of 22 million members within the Audience program to conduct panel studies. Without having to go to an outside source, studies can be set up and conducted quickly.

Project Steps

1. Briefing from BMW
2. Survey design through QuestionPro
3. Survey creation and translation for the different markets by QuestionPro
4. Survey goes live in the worldwide panel and permanent control of the fieldwork by QuestionPro
5. Data cleansing
6. Creation of a report for BMW

Overview of QuestionPro solutions:

- Experience Management Solution
- Global Panel (22 Mil)
- Consulting
- Handling of the incentive
- Advanced analysis like crosstabs, grouping and semantic text analysis
- Conjoint, MaxDiff, A/B Testing etc.

Learn more about

www.questionpro.com



QuestionPro solves the challenges of agile market research

QuestionPro's market research platform with its easy-to-learn, high-performance, powerful and technologically advanced tools enables companies to conduct agile market research themselves. With QuestionPro, you can set up market research projects quickly and easily and are able to automate market research processes as much as possible. Furthermore, our project teams offer you many years of experience from countless market research projects as a full service.

About QuestionPro

QuestionPro is built for Enterprise platform that has been developed continuously and closely in line with the requirements and wishes of our customers in the areas of experience management, market research and scientific research for two decades now. With more than 4 million customers in over 100 countries, QuestionPro is one of the most used and popular survey and analysis solutions worldwide. Our main fields of activity are Market Research, Customer Experience and Employee Experience.