

RSPA Hits the Jackpot Using the Quest II Tablet for RetailNOW Surveys in Vegas

Each year the Retail Solutions Providers Association (RSPA) gathers for its RetailNOW event. As the only industry association for professionals in the point of sale (POS) channel, RSPA's annual conference and tradeshow brings together leaders in the POS channel for four days of education and networking. The knowledge and connections provided by RSPA and the RetailNOW conference are invaluable to the accelerated success of POS VARs across the country. RetailNOW showcases the most up-to-date business trends, emerging technologies, and best practices while offering trade show attendees time to relax and rejuvenate in some of the most exciting venues in the country. For RetailNOW 2017, RSPA selected Las Vegas' breathtaking Paris Hotel & Casino.

For RSPA, RetailNOW is as vital to its members' success as it is to its own. The conference helps the association build relationships in a face-to-face setting. Above all, RetailNOW is the annual opportunity to glean insights from members and participants that will be vital in directing future priorities for the association. In an ever-changing industry, RSPA has remained an indispensable resource for more than 60 years by listening and responding to the needs of its members and stakeholders. Data collection during RetailNOW is business-critical to RSPA.



Customer

RetailNOW 2017
Paris Hotel and Casino, Las Vegas

Objective

A mobile solution, both rugged and efficient, to gather real-time survey data quickly and accurately from a high volume of trade show attendees.

Installation

- Touch Dynamic Quest II Tablet

The Challenge

During RetailNOW, RSPA has a short window of time to engage directly with members and participants in order to gather information regarding their needs and concerns.

“We were looking for a way to do survey data collection with RetailNOW attendees in a way that was interactive for them and provided our organization with accurate real time feedback,” said Amber Murdock, education and content development manager for RSPA. *“Our goal was to engage a statistically relevant number of individuals, so we couldn’t just rely on attendees coming to our booth. Our team needed a portable and reliable tool to collect survey data.”*

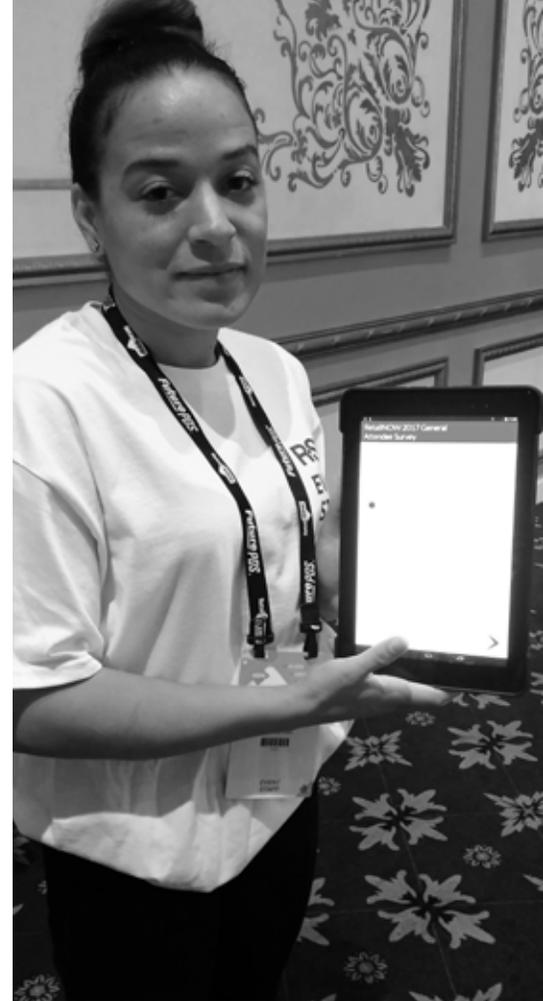
But data collection, particularly with the traditional method of pen and paper that RSPA had used in the past, is a tedious process for both the surveyor and surveyed. In addition to being time-consuming, handwritten surveys are prone to human error through unreadable writing and incorrect data entry. Couple this with competition for attendees’ time and attention from a conference schedule prime with cutting edge sessions and notable speakers, in addition to the recreational call of bright lights and the big city, and RSPA was in serious need of a better solution.

The Solution

The RSPA team needed a mobile solution that could track survey responses electronically at an accurate, yet fast pace, to accommodate the volume of attendees they needed to survey.

The association hit the jackpot when Touch Dynamic, a manufacturer of all-in-one systems, PCs, and mobile devices, loaned RSPA ten Quest II Tablets. Compatible with the Android operating system, RSPA was able to conveniently install two data collection applications, Izisurvey and A-Z, onto the tablets.

The Quest II was remarkably easy to use, and training a team that had never interacted with mobile POS devices before took less than 20 minutes. Additionally, the solution was up and running within 30 minutes of arrival at the conference. The ruggedized 10-inch tablets designed for user comfort were well equipped to handle any accidental drops (up to four feet) prone to occur in fast-paced, high energy environments like RetailNOW.





Available with your choice of OS:



The tablet's Intel Quad Core Bay Trail-T processor allowed for effortless workflows, vital to moving through survey questions quickly and efficiently. With ultra-low power consumption and long battery life, the Quest II Tablet kept the team on their feet, actively capturing a record-breaking 300 responses in just eight hours' time.

The Result

With the Quest II Tablet, the RSPA team was able to exceed their survey goals in a way that was easy for staff and interactive for attendees, and it provided statistically relevant data.

"Understanding the interests and concerns of our stakeholders are paramount to our association," said Murdock. "This data helps steer the priorities of our association, which in turn will support our members in their success."

Whether on the expo floor of the Paris Hotel and Casino, or inside or outside the four walls of your business, The Quest II Tablet, both flexible and versatile, is the optimal choice in mobile devices no matter your environment.

Don't forget to check out the [NEW Quest III Tablet](#) on our website!



About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified, RSPA award-winning manufacturer of all-in-one touch terminals, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employees' extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit www.touchdynamic.com.

