



Nielsen IQ | Digital Survey

TCS iON engaged with Nielsen IQ through our digital survey platform to meet the growing demand of their customers for business insight delivery.

Overview

- The firm offers market research and insights to aid companies in making informed decisions.
- They provide access to clear, comprehensive reports that cover various retail categories.

Solution Delivered

- End to End survey designed, executed and delivered via the TCS iON Digital Survey platform with Fieldwork on TCS iON PAPER Devices in 15 languages. Command Center Monitoring of Field agents.

Challenges

- They wanted to reimagine their Survey process and data collection process to meet the growing demand of their end customers for faster Business insight delivery.

Value delivered

- TCS iON Survey platform helped Nielsen Optimize their Survey conducting and data processing cost by 30%.