

“We collected real-time, genuine feedback 4x faster than our existing tools”

Lenovo

Background

Lenovo is a global technology company and leading manufacturer of consumer electronics and smart devices. Lenovo serves customers in over 160 countries and is considered a pioneer in digital innovation. While many PC vendors traditionally sold through multi-brand dealerships and retailers, Lenovo was the one of the first to develop their own exclusive chain of retail outlets and focus on delivering a full-service customer experience. To improve the effectiveness of the in-store experience, Lenovo's marketing team leveraged InMobi Pulse to understand customer feedback, identify the key drivers of the shopper experience, and plan improvements.

The Challenge

Lenovo aimed to assess customer perception of the in-store experience across retail outlets in India. Lenovo needed a process to gather shopper feedback and understand more broadly what consumers valued in the in-store experience. The survey had to provide quick and efficient insights, enough reach for accurate benchmarking, along with actionable recommendations that could impact sales.

However, existing methods of market research (primarily store-exit interviews) required at least two months for execution, were unable to deliver the necessary scale, and often failed to capture authentic shopper feedback. Lenovo turned to mobile research solution InMobi Pulse to address these challenges.

Methodology

By leveraging InMobi's proprietary location polygons and large mobile audience segments, Lenovo was able to target mobile users who had visited Lenovo's retail outlets or competitor stores over seven days. These store visitors were then served and engaged via an in-app survey, which covered questions on in-store displays, layout and customer service.



Results

- InMobi Pulse enabled Lenovo to garner insights **4x faster than historical exit interviews**. The mobile survey experience delivered real-time and authentic customer feedback that helped highlight key differentiators and recommended improvements
- Advanced targeting capabilities enabled Lenovo to accurately reach the **most relevant demographic profiles**. This resulted in more granular insights at both the local and national level
- The broad survey reach across visitors to both Lenovo and competitor stores enabled them to fully understand the **key drivers of the in-store shopper experience** and validated a strong correlation between customer experience and sales.



Amit Doshi
CMO, LENOVO INDIA

"We were impressed with the speed and efficiency of using InMobi Pulse. The targeting features allowed us to reach in-store visitors and collect real-time, genuine feedback on the customer experience 4x faster than our existing tools. We now have a richer understanding of our shoppers and are implementing changes to deliver a more delightful in-store experience."