Gathering Feedback for Public Services – New Jersey Local Council (2017)

Case Study – Mobile Teleshoppe

Client - New Jersey Municipal Government

Effective survey solutions used by Mobile Teleshoppe customers like New Jersey Local Council, the local authority for the county of New Jersey, have chosen Mobile Teleshoppe to provide their online survey solutions.

To operate effectively the Council, who provide a wide range of services to the public, continually gather feedback from both internal and external audiences.

* Internally, surveys are administered to support training & development as well as assisting with the implementation of new internal processes.
* Externally, the Council gathers data from a range of sources and uses the feedback to develop services for the local community.

Everything is reviewed from environmental amenities, children’s services, and local business to news, social care, travel, and transport. Data is gathered from a variety of sample groups via multiple touchpoints. Even the events team gather feedback before, during and after events.

# Why Mobile Teleshoppe?

New Jersey Local Council needed a US-based online survey provider who is fully compliant with the latest US & EU Data Protection laws. Mobile Teleshoppe’s advanced survey & responsive form services met their requirements.

**“We needed an online survey solution that could not only support our on-going data collection & measurement requirements but also guarantee that all data would be safeguarded”.**

# Efficient cross-department collaboration

Mobile Teleshoppe’s advanced platform allows users of all abilities to create and administer surveys in a range of ways. It is built to be flexible, to meet the various needs of the user, but rigid enough to be scalable to manage large amounts of respondent’s data. The ability to have a multi-user management platform ensures that from a single point the Council can apply consistent practice, training, and advice to create effective surveys. The solution provided for the council even reduced print and postage costs and the reliance of using third parties to conduct research.

# Engaging survey solutions

The many question types and data collection features, provided by Mobile Teleshoppe, enable the Council to create engaging surveys that only ask relevant questions and, therefore, capture useful feedback. This improves the quality of the data and ensures the research is completed by a suitable size sample group.

“It’s important that our respondents are engaged with the survey immediately and feel that they have made a valued contribution. This often means that they are also more open to taking subsequent surveys”.

# Results

“Since we signed up in 2014 Mobile Teleshoppe has provided useful training, continued account support and regularly advised on new features to support and enhance our current surveys. Mobile Teleshoppe is always releasing new developments and updates, which ensures we continue to develop our questionnaires”.