



The Challenge

Lenovo is a leading consumer electronics vendor and pioneer in delivering a full-service customer experience through branded retail outlets. They needed a process to gather feedback and understand what consumers valued in the in-store experience. However, existing research methods and tools were:

- Long and cumbersome
- Unable to capture authentic shopper feedback
- Lacked scale needed for benchmarking

The Solution

Utilized InMobi Pulse to accurately target and reach store-visitors and collect genuine feedback:

- Leverage location polygons and mobile segments to target store-visitors over 7 days
- Engage mobile users via an in-app survey on store layout and service
- Gauge key drivers of shopper experience

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."

Key Results

- Real-time, authentic customer feedback garnered **4x faster** than exit interviews
- Advanced targeting reached **most relevant demographic profiles**
- Broad survey reach identified **key drivers and overall effectiveness of in-store experience**