

## **IDScan.net - Chevrolet Case Study**

A marketing department within the Chevrolet Division of the General Motors Corporation was developing a program to collect and assess basic and fundamental marketing information from a random group of customers and potential customers. The desire was to contact potentially thousands of individuals in public areas and ask them a few basic, but important, questions about their history and knowledge of Chevrolet motor vehicles and their potential purchase of a vehicle in the near future. They were also to be queried about their interest in being contacted by a representative of Chevrolet.

### **The problem**

The problem for Chevrolet was:

- The interviewee would not want to spend a lot of time answering questions, so the collection process had to be relatively fast
- The interviewer needed a simple and fast way to collect the information with a minimum of training
- The information collected needed to be accurate
- The collection system needed to be portable
- The system needed to be as automated as possible with manual override if necessary
- The information needed to be available for download to a format that could later be uploaded into a larger Chevrolet data base

Chevrolet wanted to capture basic identification information about the interviewee and additional information like email address and phone numbers.

Chevrolet also wanted to ask five basic questions about the interviewee's previous experience and knowledge of Chevrolet.

For this project, Chevrolet chose to use a tablet PC, since it was portable and very flexible. However, the company needed a professional and custom software solution so they could obtain all the data they wanted quickly and accurately.

## The solution

After researching suppliers of custom data collection software, Chevrolet contacted IDScan.net of Wizz Systems LLC. IDScan.net is a supplier of off-the-shelf ID verification and data collection software and customizable solutions built around their proprietary parsing engine.

IDScan.net worked closely with Chevrolet to build a solution that did everything that Chevrolet wanted and needed. The resulting data is then downloadable to an Excel spreadsheet for later analysis and use in other databases.



**Please Scan a Driver's License**

First name  Last name

Street address

City  State  ZIP

Date of Birth  Gender

Email

Phone number

  
**CHEVROLET**

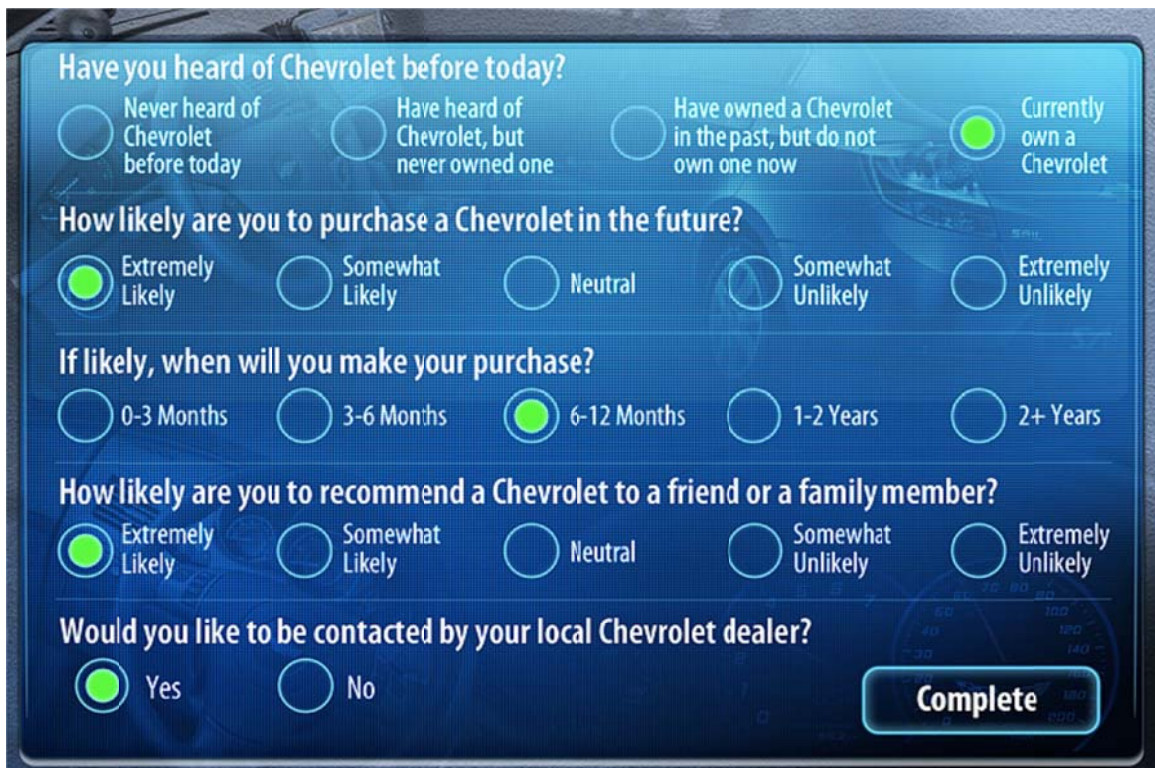
Powered by  
**IDScan.net**

With IDScan.net's solution, all the interviewer had to do was swipe or scan the interviewee's standard driver's license or state issued ID card. This process then populated all of the relevant fields of information in the software resting in the tablet PC. The process was fast and accurate.

If necessary, that same information could be manually entered using the tablet's keypad.



The remaining questions are easily and quickly answered through the use of multiple choice selection buttons. Some information, like email addresses and phone numbers, of course, must be manually input.



## Technology

IDScan.net's solution is built upon leading proprietary scanning technology via a Microsoft SQL platform. It provides the ability to scan IDs from all fifty states, including CDLs, and Canada.

Any information contained in such an ID can automatically populate a database requiring accurate data collection from individual identification cards. It also provides for reporting so the information collected can be analyzed and integrated into a larger database.

## The results

Chevrolet was pleased to receive just what they wanted:

1. Easy, simple, fast, and accurate data collection
2. Portability and flexibility
3. Usable and accurate reporting

