



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 potential customers. The desire was to contact thousands of individuals in public areas and ask them a few simple, 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 questioned about their interest in being contacted by a representative of Chevrolet.



The Problem

The problem for Chevrolet was:

- ✓ The interviewee did not want to spend a lot of time answering questions, so the collection process had to be fast
- ✓ The interviewer needed a simple and fast way to collect the information with minimal training
- ✓ The information collected needed to be accurate
- ✓ The collection system needed to be portable
- ✓ Needed a way to automate data entry
- ✓ 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 number.

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 of 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 out-of-the-box ID verification and data collection solutions as well as customizable ones.

IDScan.net worked closely with Chevrolet to build a solution that did everything they desired. The resulting data was downloaded to an Excel spreadsheet for later analysis which was entered into Chevrolet's databases.

Please Scan a Driver's License

First name Last name

Street address

City State ZIP

Date of Birth Gender

Email

Phone number

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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 government-issued ID card. This process then populated all of the relevant fields of information into IDScan.net's software on the tablet PC.

Chevrolet also had the option of entering the ID information manually in the event that the interviewee did not have their ID.

First name

Middle name

Last name

Birthdate

Gender

Phone

Address

City

State

Postal Code

E-Mail

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Active

Created

Last Access

The remaining questions are easily and quickly answered through the use of multiple choice selection buttons.

Have you heard of Chevrolet before today?

Never heard of Chevrolet before today Have heard of Chevrolet, but never owned one Have owned a Chevrolet in the past, but do not own one now Currently own a Chevrolet

How likely are you to purchase a Chevrolet in the future?

Extremely Likely Somewhat Likely Neutral Somewhat Unlikely Extremely Unlikely

If likely, when will you make your purchase?

0-3 Months 3-6 Months 6-12 Months 1-2 Years 2+ Years

How likely are you to recommend a Chevrolet to a friend or a family member?

Extremely Likely Somewhat Likely Neutral Somewhat Unlikely Extremely Unlikely

Would you like to be contacted by your local Chevrolet dealer?

Yes No



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 driver's licenses, motorcycle permits as well as **Canadian government-issued IDs**. Any information contained in the ID can automatically be populated into a database. This technology also has reporting capabilities so the information collected can also be analyzed and integrated into a 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