



Big Brother' challenges traditional market research

South African company Customer Feedback Systems (CFS) has launched Tracka in Australia, a new electronic customer feedback device monitoring customer service levels that could change the face of market research.

The device used at POS, and likened to an electronic comment card, could signal the end of time-consuming and inefficient telephone and in-person market research techniques, claims CFS country manager Desmond McGuirk.

"People are sick and tired of being stopped outside shopping centres or on the street to be asked to waste their time to do surveys. The CFS proposition takes just 30 seconds to a minute of someone's time so it is a very different proposition," McGuirk said.

The system, which is already in use in the UK, Malaysia, France and South Africa, is currently being piloted by [Yum Restaurants'](#) KFC and Barbeques Galore in NSW, and a major Australian bank looks set to roll out the system nationally by April.

McGuirk claims that pick-up, particularly in KFC's high volume environment, has been very good with around a 30% response rate to date.

Dell Graham of Graham and Partners Retail Consulting, a partner of CFS and a specialist in the field of integrated research for the retail and FMCG industries, predicts CFS will work well in Australia primarily because the data can be obtained so quickly, which means responses are more honest than in traditional market research techniques.

The only potential hurdle for the system is gaining acceptance on the shop floor with some staff taking offence at the 'big brother' nature of the device.

Graham said despite some staff having trouble accepting its presence initially, CFS could become one of the chairman's most insightful tools.

"It is like having ears and eyes on what happens on the shop floor at all times," he said.

**Published in: B&T Weekly
Journalist: Tanya Segger
8 March 2006**