

KLA at SAMRA Conference 2011

Issued by [KLA](#)

11 Aug 2011

The theme of this year's SAMRA conference was "Dare to Care: Put the heart in the art of research" and KLA's Andrea Chemaly was there.

Andrea presented her paper on mobile technology focusing on mobile devices as a platform for qualitative research; delving into 5 case studies covering various aspects of this pervasive technology, it quickly becomes evident that mobile platforms are not just for quantitative studies.

KLA has long been using mobile devices for mystery shopper research and WAP enabled phones have been proven as a highly effective method for conducting online surveys anywhere and at any time.

But with the advent of smart phones and camera phones the scope for adding richness and depth to market research not only becomes much wider spread than ever before, but it allows us to access it at a fraction of the cost of traditional methods. For example, it is no longer necessary to send an interviewer armed with a camera into respondents' homes when respondents can simply reply to an SMS request with a photo of their pantry contents.

For more information, or to get a copy of the paper, please contact us by email .

- **Consumer insights company, KLA delves into voter sentiment ahead of the SA elections** 17 May 2024
- **Consumer insights agency, KLA, reveals the Quarterly Buzz results for Q1 2024** 7 May 2024
- **Insights on vaping in South Africa** 27 Mar 2024
- **The rise of podcasting in South Africa – a growing opportunity for brands** 20 Mar 2024
- **Consumer insights agency, KLA, reveals the results of the 4th Quarterly Buzz report** 15 Feb 2024

[KLA](#)



We're a full-service market research agency know for taking on client's challenges and working alongside them to find solutions. So, when your business needs intelligence that moves the needle, at KLA, we get it!

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>