



# Mobile Polling

## **Short description**

G&D m-polling offers network operators and third parties the capability to conduct market surveys. As the service is SIM browser-based, the update mechanisms of the study questions are quick and flexible. The subscriber can either use the service at his own request or he can receive a dedicated invitation to participate in a poll.

The connected data management and analysis system handles the update of the questions and generates comprehensive analyses which can be shown on the mobile handset display as well as on the Internet, for example.

## **Operator benefits**

- Increased revenue through more SMS traffic
- Answers are immediately available and accessible
- Potential market research tool for third parties (B2B)
- Adaptable to the specific requirements of each single poll and to operator's prerequisites

## **G&D's scope of services and products**

- m-polling as SIM Toolkit application (SAT)
- Browser Gateway
- Data collection and analysis system

### Detailed description

The SIM browser application guides the user through dynamically downloaded questions and offers several predefined answers. With this online survey tool, it is possible to evaluate the feedback in real time. This feature can be useful, e.g. in TV shows, voting surveys or in any kind of marketing activity.

SIM browser solutions have the big advantage of an easy, fast and online update of the question, which opens this solution for all time critical applications.

### Network infrastructure for m-polling application

