



At the heart of the system is the MAXtrak<sup>®</sup> unit. This is a programmable handheld device with an easy interface for collecting responses. Its benefits to the process include improved quality of information, cost reduction, and faster data collection and processing.

In the case of *Boneheads*, 397 sets of responses were collected in one day in the four stores. The data was then downloaded, processed, and a report delivered to Raving Brands. In its entirety the whole process took less than three weeks.

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Seth Salzman, Senior Vice President and Brand Head at Boneheads

### *The Result*

There were two pleasing types of result that came out of the project.

The first concerns the insights that the report delivered. Detail has to remain confidential for obvious reasons. But, in general, the project did reveal that *Boneheads* was already reaching a very attractive demographic and highlighted an opportunity to establish a unique positioning. At the same time a couple of weaknesses were identified and subsequently remedied. And there was one market segment that had been seemingly overlooked. These were just some of the many findings.

In that aspect the project delivered what was required: a valuable report, delivered in a very timely manner and pointing the way to several actions likely to deliver real success. The value of the report would be felt both in brand development and franchisee recruitment.

The other pleasing result was the fact that the project had been done at all. With just four stores and a correspondingly small budget, such quality research would normally not be possible. But, the efficiencies of Alexander Babbage's proprietary MAXtrak<sup>®</sup> research system means it is now within the reach of even the smallest chains. Helping the fledgling chain become a star of the future.

Seth Salzman, Senior Vice President and Brand Head at *Boneheads*:  
*"I didn't think that we could afford proper consumer research for Boneheads as much as I knew we needed it. Alexander Babbage and MAXtrak<sup>®</sup> proved me wrong. The quality of the research and the information that we received was great. In some cases it helped strengthen our thoughts for change and it also helped us find out a few things that surprised us. Along with making some changes to better serve our consumers, it also gave us the data we needed to show our franchisees why we were making the changes and also how many things their customers already loved about the brand. Since the changes have been made, we have seen great results and have gotten very positive feedback from our customers."*