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## Online surveys help drive eToys

By Staff -- Playthings, 11/11/2005 5:59:00 AM

AUSTIN, Texas—Creating an effective catalog or retail Web site for the holiday season is a stressful time for most retailers, but for eToys Direct, an online toy retailer and retail catalog provider, there are few worries.

With the help of Inquisite's Enterprise Feedback System, eToys Direct gathers customer insight well in advance of the gift-giving season. While children are responsible for creating their wish lists, adults are responsible for buying the toys. To that end, eToys Direct utilizes Inquisite Web surveys to ensure a successful holiday season.

The company also uses Inquisite's online survey capabilities to get fast feedback on a number of issues, including possible Web site enhancements, the most favorable catalog photos and designs, and valuable promotional offers, such as free gift with purchase and/or free shipping on orders.

"By using Inquisite's Enterprise Feedback Solution to survey panels during catalog and Web site development, we feel confident that our finished product is most appealing to shoppers, which is particularly critical as we enter into the holiday buying season," says Gary Lindsey, vice president of marketing for eToys Direct.

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