



case study

international data collection

Monthly tracker with 8000 respondents across 8 countries

Client overview: Rated amongst the top 5 MR firms in the 'Honomichl Global Top 25' companies report

Challenges:

- Meeting weekly/monthly and quarterly targets.
- Understanding a fast moving market and applying best strategy for sampling and conducting fieldwork with maximum productivity.
- Ensuring that all aspects of the project are covered to the highest standard from data collection to data delivery and that partner agencies are working toward the same high standards.

Scope of work: This is a monthly tracker. It consist of two separate questionnaires – one for mobile users and one for Broadband users, and conducted in eight countries. The study focuses on the mobile and internet customers and their experience with the suppliers they use. The interviews are conducted both centrally and locally with the ugam team centrally managing the tracker.

Volumes: Approx. 8000 telephone surveys per quarter across 8 European countries

Tools: Dimensions, other tools for CATI, data collection, survey programming, tabulation and coding

Team size: 150+ interviewers

Duration of project: On-going Tracker since August 2008

Value delivered: A very important tracker for a key client. Ugam's ability to deliver consistently in quality and timeliness, our flexible and pro-active approach has led to a steady increase of sample size on this project and has contributed in winning several projects from this client. The client gives credit to the team in helping them deliver a reliable and credible study.



Ugam Research Solutions is a leading provider of research operations solutions to Market Research firms across the globe. With 1000+ highly skilled knowledge associates across the USA, UK and India, Ugam offers offshoring, international data collection and project management software solutions using multiple market research platforms and proprietary technologies.

Ugam's offerings include Multi-country Project Management, Survey Programming, International Online and Telephone data collection, Data Cleaning & Tabulation, Advanced Analytics, Open ended coding, as well as Charting and Report Writing. With its sheer scale of operations, completeness of offerings, extensive use of technology, domain expertise, invaluable international experience and global reach, Ugam Research Solutions delivers tremendous value and cost benefits to its clients.