



case study

open-ended coding

Quick Customer Satisfaction Survey on telecast of the 2008 Summer Olympics in China

Client overview: Among the Top 15 custom survey research companies in the U.S.

Challenges: This customer satisfaction survey on the live telecast offered by various channels on all Olympics events needed a quick turnaround time of 2 hours, with excellent quality of work. This was a daily survey conducted for 2 weeks.

Scope of work: Data Loading, Coding, Deliverables

Volumes: 1000 responses per day

Tools: Ascribe (coding tool), MS Excel

Team size: 4-5

Duration of project: 2 weeks

Value delivered: The quick turnaround time was ensured while meeting the quality objectives. The client was very impressed that Ugam successfully executed the project for 2 weeks without a single instance of delay.



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