



## case study

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### 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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