



case study

open-ended coding

A complex automobile study within extremely short turnaround time

Client overview: Rated amongst the top 10 MR firms in the 'Honomichl Global Top 25' companies report, with offices in important geographies around the world

Challenges: The study was a complex automobile study. It was a relatively complex domain for coding due to the technical terminologies used. It had 2 challenges:

- It was a relatively complex domain for coding due to the technical terminologies used and very short turnaround time. Therefore, only the set of coders with expertise in the automobile domain coded the responses as per client requirements by putting in extra hours in order to finish the project within the deadline.
- After coding, the data had to be broken down and reported as each individual idea in any given response.

Scope of work: Coding, Deliverables

Volumes: 4000

Tools: Ascribe (Coding tool). MS Excel

Team size: 4-5

Duration of project: 2 days

Value delivered: Detailed report within extremely short turnaround time as per client's requirement to enable faster analysis.



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