



## case study

### project management

#### Multi-country research project keeping cultural understanding in mind

**Client overview:** Rated amongst the top 10 MR firms in the 'Honomichl Global Top 25' companies report

**Challenges:** Help client design survey keeping in mind important respondent geography restrictions. Multi-country survey across 400 respondents each in 5 countries in Europe and Latin America.

**Scope of work:** Questionnaire programming, field management, vendor management (external vendors and translators), data deliverables

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

**Tools:** SPSS Reporting tool, Nebu, Dimensions, Client Proprietary Tools

**Team size:** 1

**Duration of project:** 5 weeks

**Value delivered:**

- Ugam's project management team member, on the basis of his extensive experience, was able to -
  - Advise the client that ethnicity related questions were not legally permitted to be asked in any survey conducted in France
  - Point out that Brazil has only 3 seasons instead of 4 as erroneously given in the questionnaire
  - Advise the client that respondents in Brazil usually give their income details on a monthly basis rather than on an annual basis as asked.
- Almost 50 similar pertinent modifications were carried out in the design of the survey to gain the valid responses.
  - Data collected from countries was analyzed keeping the local cultural points in mind for garnering the right understanding and interpretation on the basis of this analysis.



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.