



## case study

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### project management

#### Behavioral study with important logic elements

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

**Challenges:** Help client researcher ascertain correct quota for valid responses to meet survey objectives

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

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

**Team size:** 1

**Duration of project:** 3 weeks

**Value delivered:**

- Ugam's project management team member, on the basis of his extensive experience, was able to -
  - Advise the client to change the logic for the survey, design the quota setup and changed the questionnaire accordingly.
  - Advise the client to change few questions to a grid setup for collecting the required data rather than having them as a single punch question for logic that the researcher had not considered earlier.
- Many similar pertinent modifications were carried out in the design of the survey to gain the valid responses.



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