

Tele I-Field

Data collection for a contactless world

GAME CHANGERS





TELEPHONIC SURVEYS TO THE RESCUE

The global pandemic has brought data collection through face-to-face investigations to a complete halt. Online interviewing is the obvious substitute but it is important to recognize that it is not the only alternative. Current situation creates an opportunity for exploring different methods for data collection. Telephonic investigations have made a strong comeback. At Ipsos, we have completely reprised this old familiar survey methodology and have reinforced it with the latest technology and best practices to create a compelling alternative that has relevance beyond the Covid-19 times.

THE BEST OF BOTH THE WORLDS

Ipsos with its own huge database of contacts built through face-to-face investigation over hundreds of studies, offers a sampling frame for telephonic surveys which matches the reach and coverage of conventional surveys. Investigations done on this rich database deploys our vastly experienced investigation team and are compliant with the highest quality control standards built into our **I-Field** investigation systems.



The image shows a hand placing a red wooden block with a white target icon on top of a pyramid of wooden blocks. The pyramid is built from light-colored wooden blocks, each featuring a different black icon representing business concepts: a line graph, a gear with a lightbulb, interlocking puzzle pieces, a key, a bar chart, a group of people with a lightbulb, a bar chart with an upward arrow, a lightbulb in a suit, a globe with a circular arrow, and a lightbulb. The background is a blurred office setting with a person in a blue shirt.

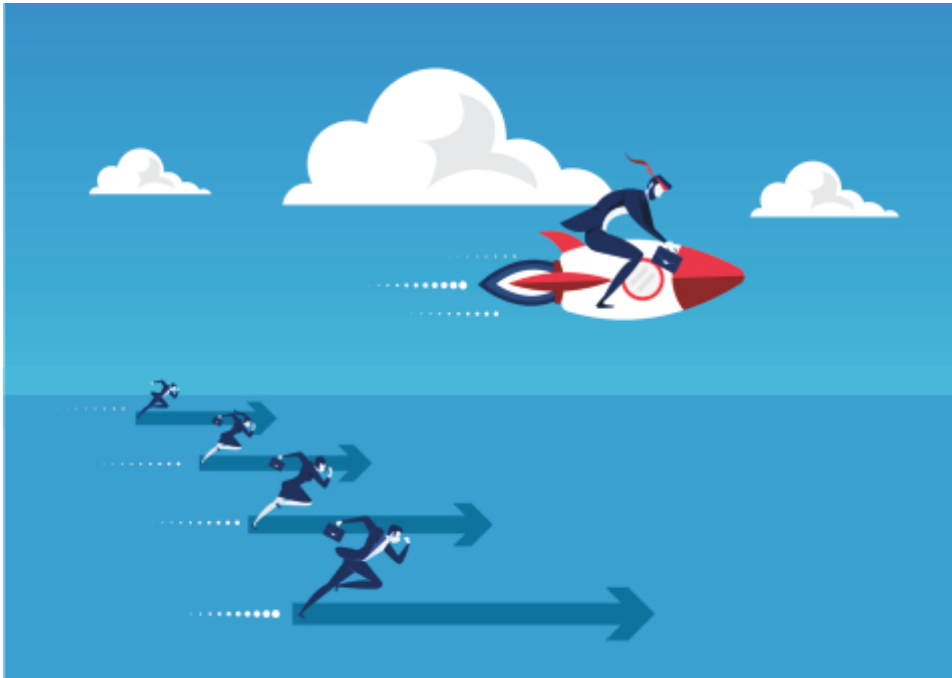
THE SAMPLING FRAME

Each contact included in the database are respondents who had consented to participate in surveys when approached previously in person. They are contacts validated through various means like OTP verification, Geo location tags, emails, etc. The database hosts the demographic profile of each of them which helps in focused targeting.

Spanning across geographies and encompassing respondent pool from various town classes - metros/non-metros/tier 1/tier 2 towns in terms of overall coverage the database is robust enough to offer sample base across age groups, gender, affluence levels category/brand usership, working status, marital status, etc. Focused targeting of respondents can be enabled as per the objective in mind - specific SEC in some specific towns and to users of 'X' brand etc.

UNMATCHED TURNAROUND TIMES

We recently turned around a pan India survey conducted across forty-two urban & rural centres in just three days for a leading FMCG client. We have been routinely conducting large sample base surveys launched and reported within the week of study approval.



NO MORE FIELD BLACKOUT DAYS

If you are looking at quick turnaround deadlines in the scorching heat of summer or heavy rains where research productivity takes a beating, or quick response from out-station centres added as an afterthought to the coverage, **Tele I-Field** is the way to go. A cost efficient fast mode of data collection authenticated by the highest quality check standards embedded in our field systems.





THE HUMAN FACTOR

We believe, the biggest differentiator that **Tele I-field** offers is the experience of our seasoned interviewer teams. Interview skills built from years of experience in conducting a wide range of investigations. With their multi-lingual interviewing skills & sensitivity to probe instructions, strengthened with training on the softer nuances and etiquette of telephonic interviewing. In the present situation, it also provides continued livelihood to the vast base of freelance investigators.

To know more, reach us at IN-TeleiField@Ipsos.com

NO COMPROMISE ON QUALITY – WE HAVE ENHANCED IT !

Like any other methodology, we deploy our strict ISO certified quality control norms. Interviews are verified based on screen logs of calls made, audio recording of key questions and bolstered further with the regular quality check norms for each telephonic interviewer deployed on a study.

If you are looking at speed & efficiency, accessing niche target groups, a pan-India coverage – Tele I-field is the way to collect data with accuracy and reliability.



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