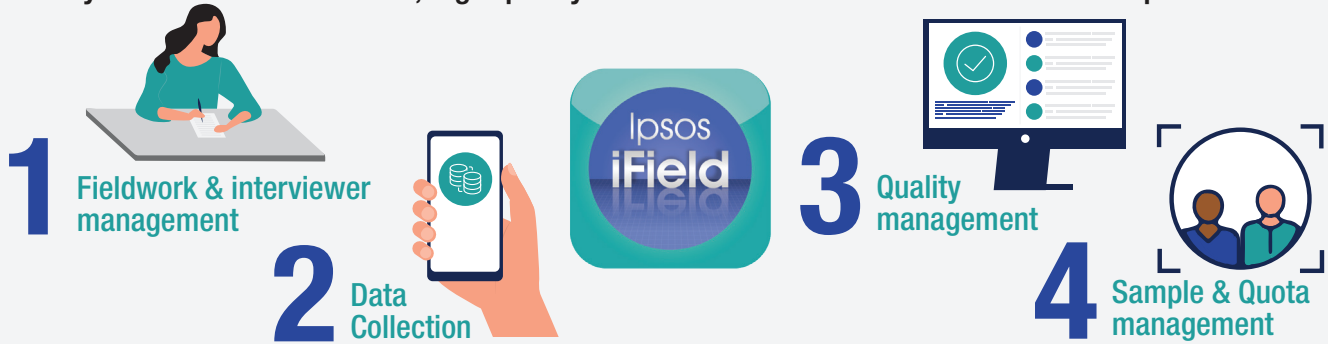


IFIELD: IPSOS' BEST-IN-CLASS OFFLINE FIELDWORK MANAGEMENT SYSTEM

Delivering consistent, quality results in 150 markets globally

iField, Ipsos' global offline fieldwork management and data collection platform, comprises four key tools in one system to offer consistent, high quality results in a flexible end-to-end fieldwork process.



iField was developed for Ipsos to be used across a variety of different project types:



iField ensures data integrity through:

1. Improved fieldwork control, including the ability to assign surveys based on interviewer skillset and experience together with feedback on interviewer progress, and quota achievements. Fieldwork managers can track interviewers by sample point in real time.

2. A motivated and focused interviewer team because interviewers can track and manage their assignments, and payments within the system, while fieldwork managers can verify quality checks provided by GPS tracking of interviewer's locations and passive audio recordings that are activated at pre-determined points without the interviewer's knowledge to ensure proper survey completion.

3. Improved respondent engagement as iField has built-in skip patterns and logic checks to allow the interviewers to focus on keeping respondents engaged. In addition, iField has been adapted to provide various completion options to best suit an individual's preference, including traditional face-to-face, telephonic, SMS or email.



For more information on iField, please contact your local Ipsos representative.

