

Case Study I:

Program Objectives

To Carryout Customer Satisfaction study among the service users of world renowned TV brand selling products in India.

Targeted Area

Our client is a leading TV manufacturer in India with above 35% penetration in India among the households who recently used online service mode from their smart TV.

The Problem

Client is looking to satisfaction study among the TV service users who recently availed the client on demand and 1 touch service app from their smart TV.

Client major concerns is with compliance of sampling plan with the target group and is we will be able to gather response from target respondent types.

The Plan

We have created a sampling plan city wise for the client in first phase to augment the requested sampling type and created robust plan for sampling across the Pan India locations with data collection over online live CATI links.

Compliance among the sampling plan is very high and our team can achieve the required target group data collection.

The Reporting

Daily reporting of the fieldwork is submitted to client with respondent profiles and in accordance with sampling plan.

Collected data is been directly uploaded to client server via CATI survey platform in which responses is filled by our CATI team interviewers.

Key metrics for overall process is created with assessment and identification of key takeaway during the research.

The Results

We submitted collected data to our client with key takeaways on sampling report and process with summary report.

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Case Study II:**Program Objectives**

To Conduct customer satisfaction study among commercial Bakery product users and distributors in France, Thailand, Philippines, South Korea and Singapore.

Targeted Area

Study is carried by our multi lingual CATI team on all the countries in scope simultaneously.

The Problem

Our client is looking to gather much information on the customer satisfaction among its product users and distributors in the regions.

With study running into multiple locations client data collections instructions needs to be followed along in same pattern as indicated by client procedure at each location.

The Plan

A detailed field plan is created with the client for different countries with different language teams for CATI data collection and the same is followed by our team.

Our client is Bakery product manufacturer and produce baking product for commercial use and the study is run among its users and distributors for last mile connectivity.

The Reporting

Daily reporting on progress.

Weekly submission of collected data.

The Results

- Detailed fieldwork report is being submitted for data collection.
- Data in Excel formats is being submitted for further analysis.

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Case Study III:

Program Objectives

To Conduct customer satisfaction research among farmers for using harvester for harvesting of crops regularly.

Targeted Area

Study is carried on pan India level with consumers in major villages across India.

The Problem

Our client is a harvester manufacturer which sells its harvester in all major agriculture areas in India and wanted to conduct regular research among users for satisfaction on sales and service of the product and team satisfaction score.

With study running on monthly basis our team will connect with customer on two points after sale which is after 1 month and after 1 year for the satisfaction scores.

The Plan

A detailed field plan and team is managed by us to dedicatedly work on requested project on monthly basis and data quota.

The research is targeted on customer satisfaction with live updated from our team on each interview complete is coming under non-satisfied category.

The Reporting

Daily reporting on progress.

Weekly submission of collected data.

The Results

- Detailed fieldwork report is being submitted for data collection.
- Data in Excel formats is being submitted for further analysis.

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