

## **Case Study I:**

### **Program Objectives**

To Carryout out research among Lab tech and Lab mangers for troponin assay in India, Australia, China, KSA, UAE, Singapore and Thailand.

### **Targeted Area**

Our client is a consulting agency working with manufacturer of troponin assay and looking for in-depth usage and machines used.

### **The Problem**

Client is looking to get in touch with Lab tech and Lab mangers who are conducting the testing in minimum threshold every month.

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 for each country and language resources to conduct CATI study 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 submitted to client in raw data file.

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 sampling report and process with summary report.

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**Case Study II:****Program Objectives**

To collect data among lab managers and lab technicians for numbers of tests carried out by their respective labs in India, UAE, KSA and South Africa.

**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 tests conducted and other matrices in the respective country.

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 looking for speedy data collection and data submission with very short turnaround time and fieldwork.

**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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