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# Research Capabilities Presentation

# About Us

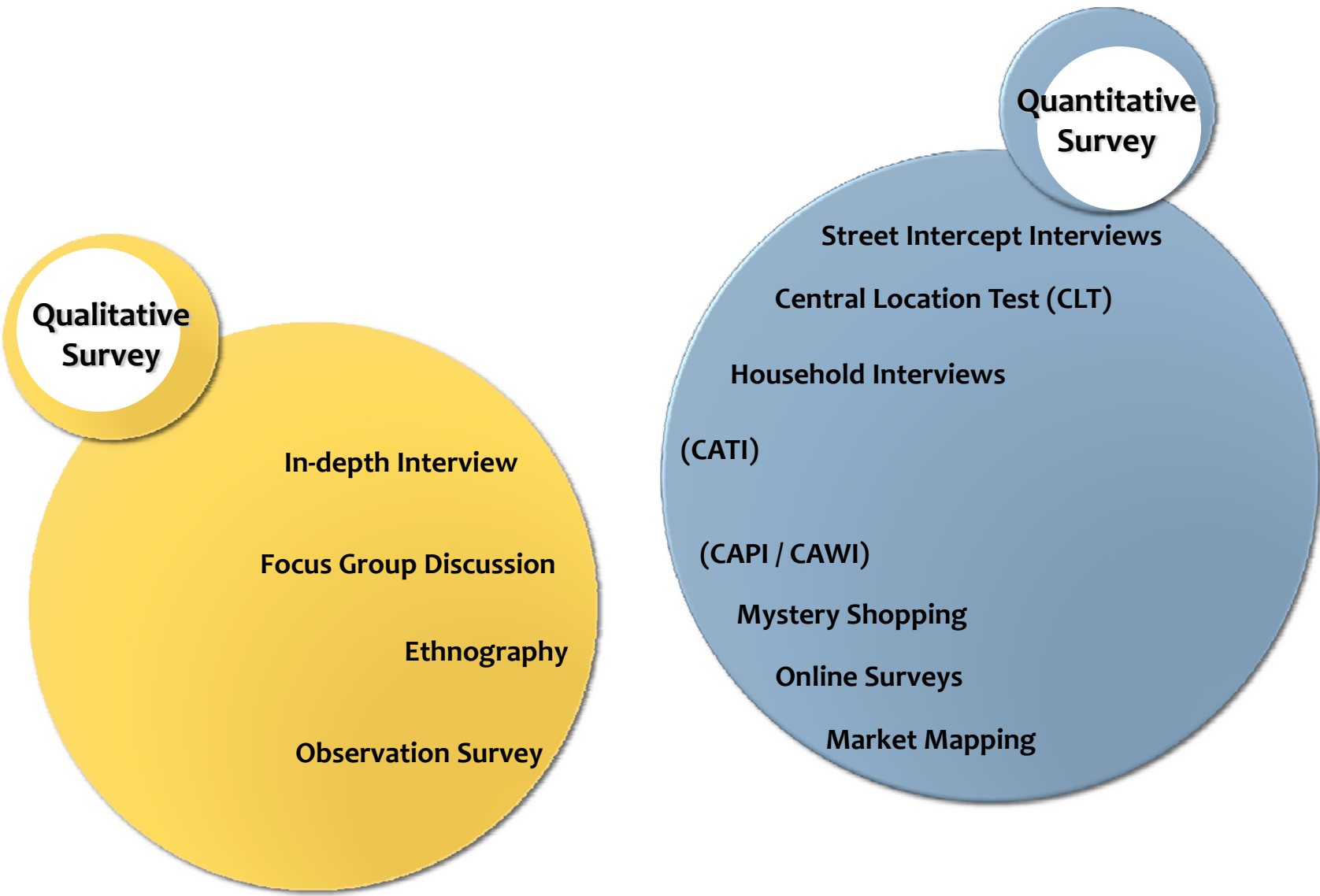
- Sharp Field Services is a specialized division for all types of research & data collection
- Experience of 100+ man years
- Professionally handled more than 1000 research & data collection projects for both domestic and international clients
- Versatile team which delivered to the satisfaction of the client

## Our Philosophy:

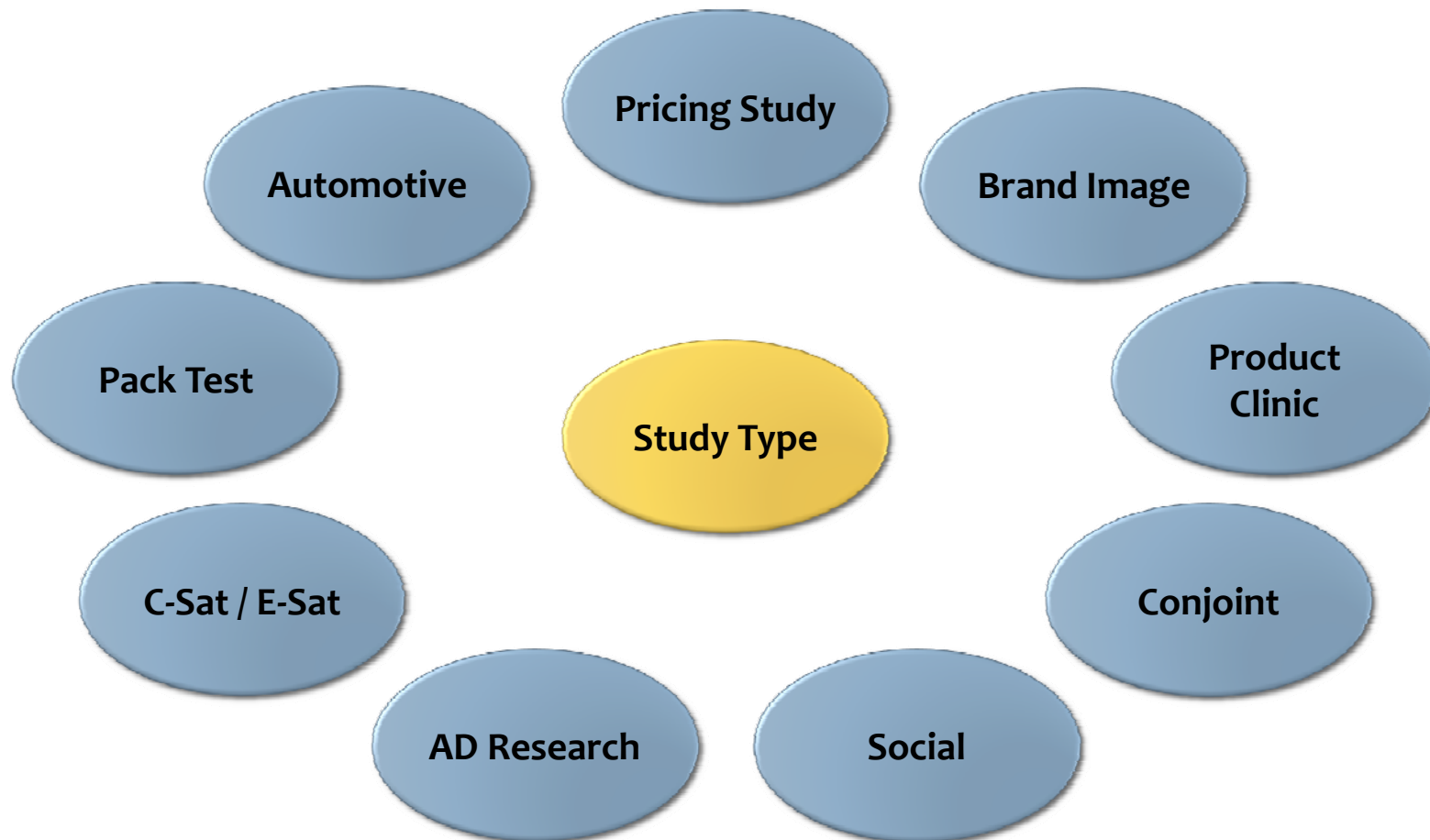
- Correct – Check every data point collected
- Complete – Complete data collection requirements handled
- Current – On-time data and insights
- Cost effective – competitive costs, every time



# Research & Data Collection Methods



# Type of Studies we Handle



# Our Network in India



- Tier 1**  
 Ahmedabad  
 Bangalore  
 Kolkata  
 Chennai  
 Delhi  
 Mumbai  
 Hyderabad

- Tier2**  
 Lucknow  
 Kanpur  
 Jaipur  
 Patna  
 Bhopal  
 Indore  
 Nagpur  
 Pune  
 Cochin  
 Guwahati  
 Allahabad  
 Aurangabad  
 Meerut  
 Jodhpur  
 Udaipur  
 Mysore  
 Dehradun  
 Chandigarh  
 Ludhiana  
 Jalandhar  
 Amritsar  
 Ghaziabad  
 And many more..

- Tier3**  
 Sonapat  
 Panipat  
 Karnak  
 Jhasi  
 Gwalior  
 Kota  
 Salem  
 Vijaywada  
 Trivendrum  
 Muzaffarpur  
 Hubli  
 Burdwan  
 Durgapur  
 Asansol  
 Patiala  
 Firojpur cant  
 Saharanpur  
 Bahadurgarh  
 Bukandsahar  
 Salem  
 Madurai  
 Gorakhpur  
 Any many more...

● Research Offices      ○ Field Offices

# Project Management

## Interviewer Management

- Stable interviewer network
- Basic training
- Project-specific training
- Interviewer evaluation system

## Subcontractor Network Management

- Project-specific training
- Project quality inspection report
- Regular visits to subcontractors
- Regular evaluations on subcontractors

## Quality Control for Interviewing

- Supervisors randomly accompany interviewer for each project
- 100% double reviews of questionnaires
- 50% random back-check to questionnaires of each interviewer
- 100% in-process monitoring of telephone interviews

# Quality Processes – Field Training

## Project Training

The recruitment and training is done by Field Managers who personally brief all the interviewers and supervisors:

- ❖ The training includes all aspects of the questionnaire as well as the Market Research process –sampling methods etc.
- ❖ All interviewers undergo a training which include aspects such as:
  - ❖ The research process: how a study is developed, implemented and reported.
  - ❖ The confidentiality of the respondent and clients.
  - ❖ Sampling methods/random route/respondent selection.
  - ❖ How to approach a respondent and the importance of identification procedures to verify the 'bona fide nature' of the interviewer.
    - ❖ how to conduct an interview:
      - ❖ closed questions
      - ❖ open-ended questions/probes
      - ❖ scales
      - ❖ importance of following the exact wording and recording verbatim responses
      - ❖ the reason for and use of classification and respondent information questions
      - ❖ the importance of leaving a positive impression with respondents
  - ❖ Every first time interviewer shall conduct trial interviews before joining a real project. His/her first real assignments shall be closely supervised.

## Interviewers' Basic Skills Training

- ❖ Field Focus personal team does all the basic and advanced training for all interviewers
- ❖ The training includes basics of Market Research, importance of data collection in the entire research process, the method of introduction to respondents, administering the questionnaire, back-checks and scrutiny etc.

## The Interviewers' Basic Skills Required in Interview

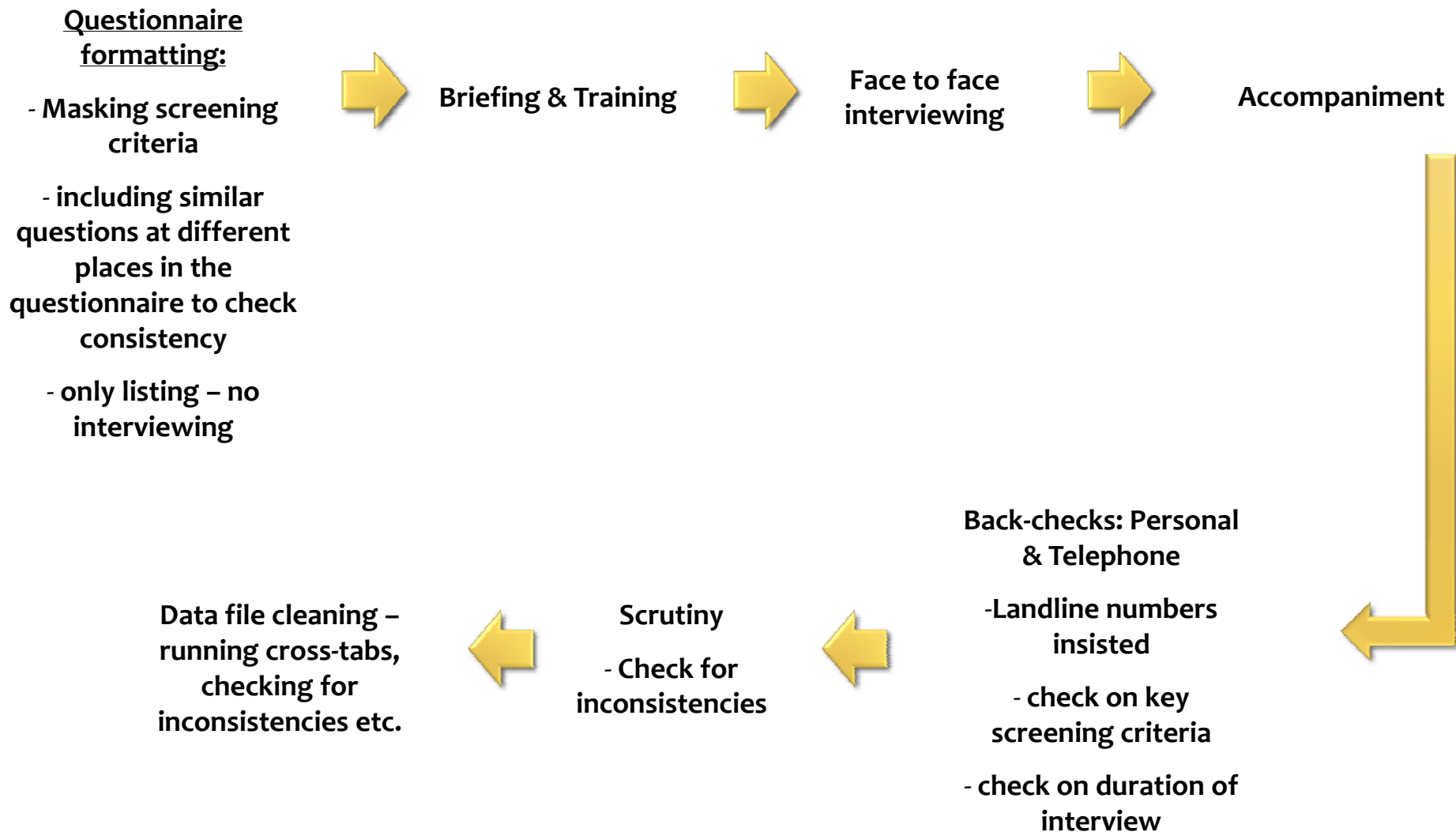
- ❖ Local language
- ❖ Understanding the target audience, the questions and the skip pattern and the sampling methodology

# Quality Processes – Fieldwork Validation

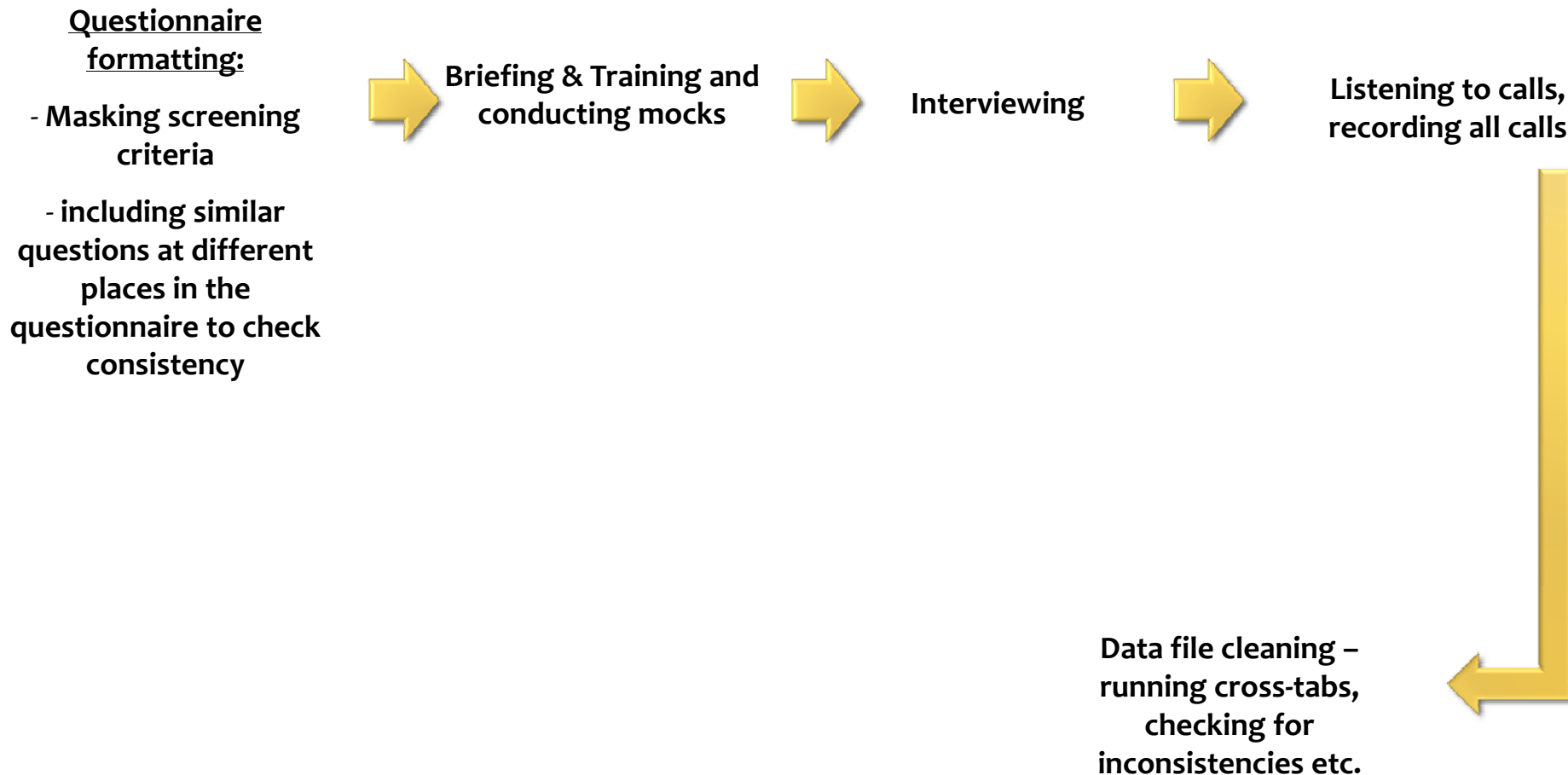
Some of the important steps that we take to ensure that fieldwork is done correctly are:

- ❖ Interviewers shall be informed, previous to their participation in a survey, that their work may be back-checked
- ❖ 100% of the respondents on each survey will be re-contacted for validation (face-to-face, telephone etc.)
- ❖ Validation will take place as soon as possible after the interview has been completed
- ❖ Telephone and in person back checks are preferable to postal back-checks
- ❖ Validation shall cover the following areas:
  - ❖ place where the interview was conducted
  - ❖ length of the interview
  - ❖ use of show-cards / stimulus material etc
  - ❖ demographics
  - ❖ or 3 control questions
- ❖ If dishonesty is discovered during the validation process, all the work conducted by the interviewer concerned shall be cancelled and that interviewer shall never work on other research projects within the company
- ❖ If other problems appear (e.g. misunderstanding, careless work), appropriate steps will be taken (e.g. all respondents interviewed by the interviewer concerned re-contacted, interviewer retrained, formal warning given, interviewer payment withheld for work not used etc)
- ❖ We check the participant personally before qualitative research (FGDs, DIs, and Clinics etc). We ask screening questions and user ship before giving invitation for research

# Quality Processes – Fieldwork Validation – Face to Face



# Quality Processes – Fieldwork Validation – CATI



# Quality Processes – Fieldwork Validation – Online

## Questionnaire formatting:

- Masking screening criteria
- including similar questions at different places in the questionnaire to check consistency



Quality check question



Checking IP addresses, duration of surveys against average survey length, time spent on each question

Data file cleaning – running cross-tabs, checking for inconsistencies etc.



# Case 1: 3 Phase research on Air Conditioner Market in India

## Objectives and timelines

- ❑ To know in-depth the usage, behaviour and attitude of Indian consumers – towards air conditioners
- ❑ Attributes used to select an AC
- ❑ Choice of the Indian consumer among new designs
- ❑ Client had 4 months time



## Research Design

- ❑ Designed a 3 phase research
- ❑ Phase 1: Face to face quantitative research. 4 Centres N=1000. Split among SEC categories of interest
- ❑ Phase 2: Qualitative – FGD, Depth interviews and home visits. 4 centres
- ❑ Phase 3: Gang survey/design testing clinic. N=100



## Execution and result

- ❑ Completed F2F and analysis in 35 days
- ❑ Designed concepts based on outcome of first phase and completed the FGD phase in 15 days
- ❑ Recruited and completed the gang survey in 10 days
- ❑ Analysis and Final report in 10 days

*“We had a very different perception of India and the quality of Market Research done here before we commissioned Sharp Field Services on this project. We must admit that the high quality and commitment offered by them is second to none in the international market”*

*- Famous Korean Company*

# Case 2: Usage and Attitude study on Beverages

## Objectives and timelines

- ❑ The study was about perception and consumption pattern of beverages among general consumers
- ❑ @8 Centers - Data file to be delivered in 50 days
- ❑ Quantitative listing followed by main interviews F2F: N=8000



## Research Design

- ❑ Target respondent: Male/Female, Age group: 12 to 55 yrs, SEC: A/B/C
- ❑ Random right hand rule for selecting households
- ❑ Conduct main interview with the respondent who has consumed any soft drink in the last 15 days



## Execution and result

- ❑ Mobilized 2 teams in each centre simultaneously
- ❑ In each centre, 50 starting points were selected in such a way that they represented the city
- ❑ In each starting point conducted 20 listings followed by main interviews
- ❑ Met the timeline as per schedule

*“ We have had a very positive experience with Sharp Field Services. The team committed on the timeline and adhered to that – Very impressive work”*

*- Famous MNC Beverages Company*

# Case 3: Qualitative research among London visitors / Potential tourists

## Objectives and timelines

- ❑ Focus groups in 2 centers - Mumbai and Delhi
- ❑ 2 respondent types: Actual and Potential tourists
- ❑ Timeline 15 days (including recruitments, diary filling, Focus groups and report)



## Research Design

- ❑ Male /Female who must have visited London within the last 12 months on holiday
  - ❑ Must have visited at least one other city out of: New York, Paris, Sydney, Tokyo
- OR
- ❑ Must be planning or considering a trip to London in the next 12 months [a mix of both]
  - ❑ At least 2/3 of the group should also have actively researched New York, Paris, Sydney or Tokyo as a potential tourist destination in the last 2 years



## Execution and result

- ❑ Recruitments completed in one week. Every respondent who fulfilled the criteria was placed with a diary. Respondent had to fill in the diary 2 days before the FGD
- ❑ Every respondent was visited in person by our field Executive before FGD to check the diary and deliver the invitation letter for FGD
- ❑ Met the deadlines as well as provided high quality inputs from the research

*“Sharp Field Services gave us the right type of respondents we were looking at for this research. Their insights into the topic was also highly appreciated. I must say, they know the Indian market very well and also plan their operations to the last level”*

*- Famous UK based Company*

# Case 4: Online CLT on Mobile phones

## Objectives and timelines

- ❑ Central location test: (Web based interviews)
- ❑ 6 Centres i.e. Bangalore, Chennai, Mumbai, Pune, Jaipur and Delhi
- ❑ 200 interviews across 6 centers
- ❑ 15 days for completing the sample of 1200 in 6 centers across India



## Research Design

- ❑ Profile of Respondents: Male/Female, Age group: 18 to 55 yrs
- ❑ Own a mobile phone or Intending buyer of a mobile phone in the next 6 months
- ❑ Interlocking quotas in age groups and ownership
- ❑ Interview length was 45 minutes



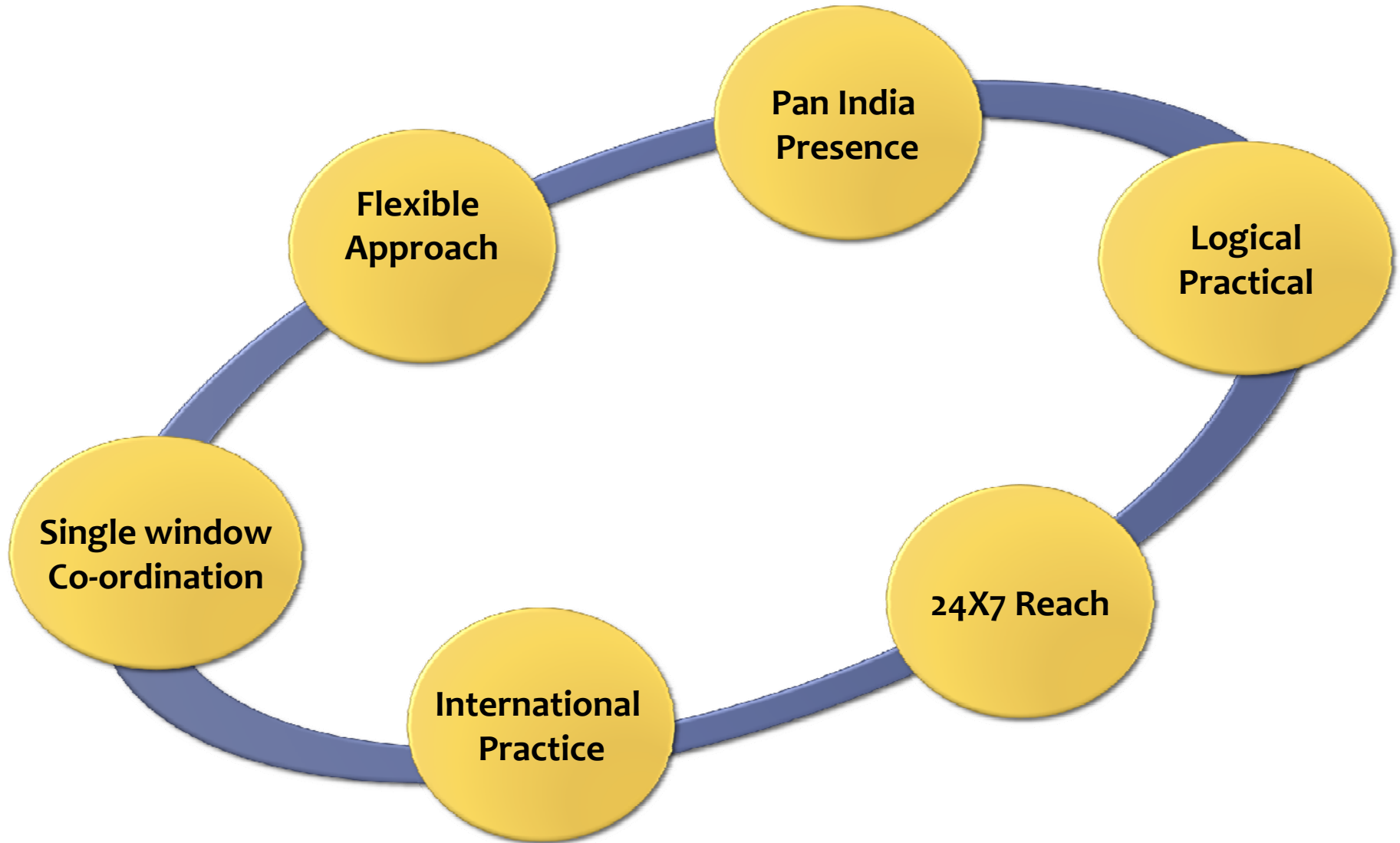
*"I have visited India before and I know the busy nature of our target respondents – that too in a city like Mumbai. I appreciate the efforts and time consciousness of the Sharp Field Services team"*

*-A listed Market Research Company from UK*

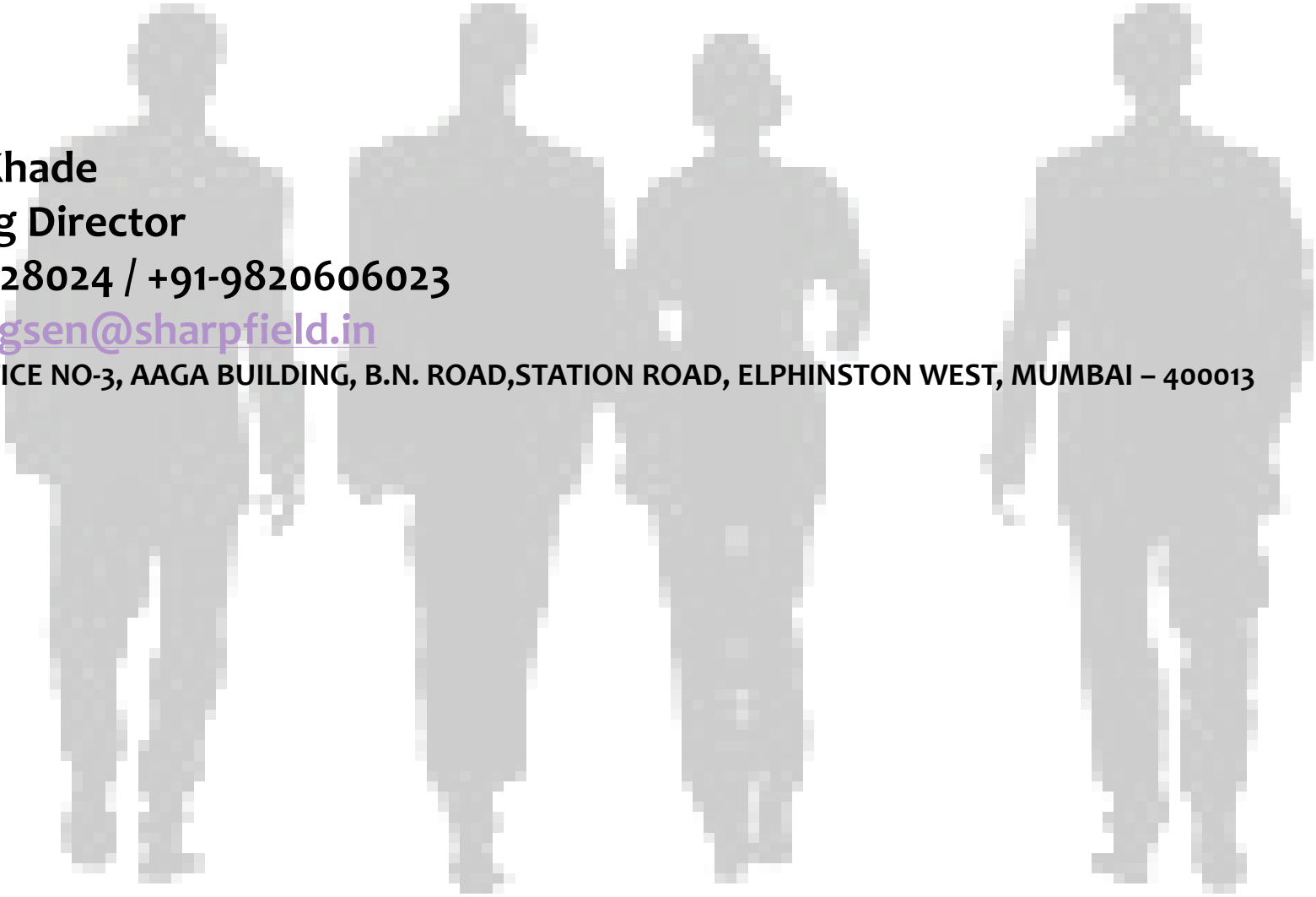
## Execution and result

- ❑ Respondent was intercepted at the street corners and was brought to the browsing centre
- ❑ They were asked to go through the questionnaire online and was asked to fill in answers
- ❑ Project was conducted in parallel in 2 centres and all the centers were completed in 15 days without any delay
- ❑ Bottom line: Client was extremely impressed with the coordination and the ability to cater to complex needs

# The Differentiator...



# Key Contacts



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