



Strategic Market Research Fieldwork Partners

-Asia Pacific & Middle East region

About Us:

1Lotus Market Research is an independent market research fieldwork agency assisting Fieldwork partners and Clients with headquarters in Mumbai, India.

Research & Fieldwork Capabilities

We at 1Lotus Research have designed our internal teams and centralized project management in such a way so that we could provide trainings, guidance to support other team members when they carry out studies with India and multi-country. On any typical assignment, a project manager is appointed who is a single point contact who liaises with the local partners, Client and management.

Our Primary market research includes assignments which are ad hoc, tracking, syndicated work on any retail, consumer products, concepts, pharmaceutical products, biologics, medical devices and diagnostics (available with or without prescriptions across Asia pacific & Middle East Regions).

Qualitative Research	Quantitative Research	Online Research
One to One Interviews (In-depth interviews) (telephone, face-to-face, in-facility/in-Clinic)	Face to Face Interviews (F2F); Personal Interviews	Web Based Survey
Focus Group Discussions, Gang Surveys	Self Competition Interview	Online Focus Groups
Usability Testings for websites, print advertisements, online and web interface, software interface, application, product or a system.	Central location tests (CLT) / Hall tests	Online Bulletin Boards
Ethnographic Research	Computer aided telephonic interviews (CATI)	Online Community managements

CATI - Computer Aided Telephonic Interviews

Our in-house CATI (computer aided telephone interview) team is enabled and staffed by experienced recruiters and interviewers who have worked in the industry for many years. We typically use this tool in most innovative fashion:

We at 1Lotus research, offer very cost effective outbound as well as inbound CATI interviewing, with experienced moderators and agents in place, we are able to typically accomplish:

- Telephonic interviews
- Telephonic in-depths
- Computer aided telephonic interviews (CATI)
- Computer aided web interview (CAWI)

We have capabilities to dial out B2B professionals (CXO, Directors, Senior and Middle Management staff, Dealers, Distributors, Retailers), Healthcare professionals (across all stake holders. i.e. physicians across specialties, patients, care takers, pharmacists, nurses, etc.), IT professionals (CIO, CTO, Technology leaders, IT heads, IT Manager) and Consumers.

We have in-house survey programmers and translators; so ideally we could field a study from setup, project management, programming to tabulations; Depending on the requirements of the Client. For complex programming and data points, we usually outsource the programming and hosting part to a trusted partner.

Quality Control Procedures and Protocols of CATI operations in 1Lotus Research

CATI /CAWI Operations and QC procedure:

Our typical CATI /CAWI project operation consists of following steps-

Setup	- As per Client's and the project requirements, Technical team prepares a check list to make sure we have the right setup in place.
Briefing	- 1Lotus depending on the project volume and size, a dedicated project manager is been appointed. Later a telephonic or in person briefing is given to the agents appointed on the project.
Mock calls	- Mock Calls are conducted to understand the agents understanding on the topic and the questionnaire flow. Probing is defined exactly at the points where ever required to establish the desirable quality.
Data Entry	- Data entry and notes or transcripts are done for further analysis purpose.
Recordings	- Depending on Client and project requirement, Video or Audio recordings are done.
Quality Control	- the quality control procedures and protocols are laid down. We have a dedicated team and system of audit sheets in place for incentives disbursement, back checks and call recordings.
Back checks	- Depending on the project requirements, we do 30% - 100% back checks and authentication of the respondent interviewed.
Data Processing	- On request
Open end Coding	- On request
Tabulation	- On request
Report writing	- On request

We at 1Lotus Research train the agents, supervisors, project managers, quality team and adhere to the standards set by ESOMAR, and the MRSI code of conduct. We further brief the agents on project topics including the importance of accuracy and ethical interviewing, special care to be taken when interviewing children/teens, quality control procedures, telephone etiquettes, cultural preferences, types of questions (including prompting and probing), etc.

We closely monitor the data collection aspect through CATI for both voice and data quality by separate specialized team, if required. To a minimum of thirty percent of all completed interviews are monitored by our internal quality assurance team in different formats such as probing checks, voice checks, cack checks, real time checks and data validation checks.

Our quality parameters include voice check that covers checking critical errors such as leading, biasing, skipping, adherence to the text etc. and non critical errors such as probing, soft skills etc. Back check covers checking the screeners and quality of the interview with the respondent. In data quality parameters, the details of the data-verification of pattern, branching, output format, accuracy of data, cleaning of the data as per the specifications, etc. are thoroughly checked.

CATI operations is continuously monitored, quantified and improved over time.

1Lotus research offers outbound and inbound CATI interviewing from India to English, Urdu, Arabic, China, Japan and Spanish speaking markets. The in-house CATI (computer aided telephone interview) team is enabled and staffed by experienced recruiters and interviewers who have worked in the industry for many years. Our strategic fieldwork attitude assists us in recruitments, fieldworks and for training of the bilingual agents. Constant training programs, briefing on the study topic, accuracy of the open end responses collected, ethical approaches, methods and strict quality controls, etc are the part of ongoing processes in CATI center.

CATI center Setup & Team Strength -

- Number of CATI Stations - 21
- Number of Agents (Dialing nationally) - 15
- Number of Agents (Dialing Internationally) - 10
- Number of Supervisor (National projects) - 3
- Number of Supervisor (International projects) - 2
- Number of Senior Project Managers - 3
- Number of Executives (Back checks - Dialing nationally) - 3
- Number of Executives (Back checks - Dialing Internationally) - 2

Adverse event points and escalation points -

Setup	- Senior Project Manager to Senior Management → Senior Management to Client (24-36hrs of project commissioning)
Briefing	- Agent to Supervisor → Supervisor to Senior Project Manager → Senior Project Manager to Senior Management → Senior Management to Client (24-36hrs of project commissioning)
Mock calls	- Agent to Supervisor → Supervisor to Senior Project Manager → Senior Project Manager to Senior Management → Senior Management to Client (24-36hrs of project commissioning)
Data Entry	- Agent to Supervisor → Supervisor to Senior Project Manager → Senior Project Manager to Senior Management → Senior Management to Client (24-72hrs of project commissioning)
Recordings	- Agent to Supervisor → Supervisor to Senior Project Manager → Senior Project Manager to Senior Management (immediate)
Quality Control	- Supervisor to Senior Project Manager → Senior Project Manager to Senior Management (immediate)
Back checks	- Supervisor to Senior Project Manager → Senior Project Manager to Senior Management (daily basis)
Data Processing	- Supervisor to Senior Project Manager → Senior Project Manager to Senior Management (alternate day basis)
Open end Coding	- Supervisor to Senior Project Manager → Senior Project Manager to Senior Management (alternate day basis)
Tabulation	- Supervisor to Senior Project Manager → Senior Project Manager to Senior Management (alternate day basis)
Report writing	- Supervisor to Senior Project Manager → Senior Project Manager to Senior Management (alternate day basis)

Multi Country - Primary Market Research Fieldwork Coverage

1Lotus Research conducts primary healthcare and non healthcare across Asia Pacific and MENA Region - viz. In Asia Pacific : India, China, Taiwan, Singapore, Hong Kong, Malaysia, Japan, Thailand, Indonesia, Vietnam, Australia and Sri Lanka and In Middle East Region : UAE, Abu Dhabi, Saudi Arabia, Jeddah, Riyadh, Kuwait, Qatar, Bahrain, Oman, Egypt, Philippines and Turkey. For more information regarding our multi country market research fieldwork capabilities, please feel free to visit www.1lotusresearch.com OR drop a line to info@1lotusresearch.com

Contact Us

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