

Field Interactive MR strives to provide the best possible research experience for our clients. We ensure our clients' high standards of quality are met by applying the following quality control procedures.

We have developed our own quality standards for recruiting panelists, verifying their personal data, checking data consistency, stimulating respondents and maintaining the panels in perfect shape.

### **Panel Sourcing & Multimodal Verification**

- Our panel is drawn from multiple sources and recruited using a broad array of techniques to select unique and responsive members.
- All our panels are unbiased and a true representation of the country's population – census or online – depending on the feasibility in each market.
- Once the basic demographic information is collected we send a detailed profiling survey that ascertains data consistency. Panelists who fail to meet recruitment criteria are removed.
- Our panelists are profiled for over 44 parameters ranging from demographics to special attributes.
- Quick In-depth Profiling narrows down the list of potential respondents & re-profiles them into verticals. It happens as client request.
- Periodic rescreening of profiles – B2C every 3-4 months – B2B every 6-7 months.
- Multimodal Verification: – Email Address – Postal Address – Mobile Phone – Social Media.

## **Recruitment Checks**

- Affiliates/Partners are reviewed for authenticity & inventory. Strategic partnerships with over 250 web portals and affiliate networks.
- Our proprietary tool identifies and flags duplicate survey respondents.
- Validation checks run periodically on the respondent's historical data to find anomalies in responses.
- Our system restricts respondents with fake email domains/addresses from joining our panel. This database is constantly updated.
- Limit the number of surveys any respondent receives.
- Mandatory for respondents to verify their mobile number to finalize enrolment.

## **Panel Engagement & Satisfaction**

- Quarterly satisfaction surveys strengthen the relationship & establish trust.
- We never share personally identifiable information about our panelists.
- Our incentives policy ensures that all respondents are properly rewarded for their participation
- Response rate up to 48% - not more than 4 surveys a month/panelist.
- Wherever possible we share executive summaries with participants. This is done on prior approval from our clients.
- Support teams for each market ensure timely response to panelist's queries on all mediums – email, phone, social & website.

For more information please visit company FAQ page -  
<http://fieldinteractive-mr.com/faq/>