



Field Interactive MR Private Limited

Leading Global Fieldwork Agency

Asia Pacific | Middle East | Africa | Europe | USA

CAPABILITIES PRESENTATION

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CIN No:- U73200DL2016PTC309956

About Field Interactive MR

WHO WE ARE?

Field Interactive MR, is a leading global fieldwork and desk research agency for Consumer & B2B research studies. Field Interactive MR focus to fulfill our client's goal timely with the help of technology, highly experienced manpower to understand client's need and commitment. Field Interactive MR has its strong feasibility in PAN India, APAC, Africa, Middle East, Europe and USA.

Expertise In, carried out research studies in the field of Advertising, Branding, Automotive, Car Clinics, Consumer, Children/Youth, Corporate & Employee, Mystery Shopping, Channel, Distribution and Retail trade, Finance/Banking/Insurance, FMCG & FMCD, Logistic & Transportation, Education & Training, Product & Packaging, Pricing, Product testing, Social research, Usage and Attitude, Healthcare, B2B Industrial Research, Customer Satisfaction, IT/Internet, Industry and Business, Travel and Tourism.

WHY US?

- ✓ Global Reach (Operations are covered across 98+ countries and 60+ languages).
- ✓ One stop shop (Full service one stop shop. Infrastructure and intellectual expertise to address all research methodologies).
- ✓ Cost Saving (Unparalleled cost saving. We work towards gaining credibility and client satisfaction than profit margins).
- ✓ Dynamic Team (Dynamic and competent team. Team of academic and operational brilliance).
- ✓ Mutual business alliances (Mutually help out project and fieldwork management in unconnected areas).



Broad Geo Reach

98+
Countries

60+
Languages



Leading Global Fieldwork Agency
Asia Pacific | Middle East | Africa | Europe | USA

Global Presence

Asia Pacific



Afghanistan, Australia, Bangladesh, Bhutan, Cambodia, China, Fiji, Hong Kong, India, Indonesia, Japan, Kazakhstan, Laos, Macau, Malaysia, Maldives, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Samoa, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam,

Middle East



Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, UAE, Yemen

Africa



Algeria, Angola, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Congo, Djibouti, Equatorial Guinea, Ethiopia, Gabon, Ghana, Guinea, Kenya, Libya, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, South Africa, Sudan, Tanzania, Tunisia, Uganda, Zimbabwe

Europe



Austria, Belgium, Denmark, France, Germany, Italy, Netherland, Poland, Russia, Spain, Sweden, Switzerland, Turkey, UK

America



Argentina, Brazil, Canada, Chile, Colombia, Costa Rica, Ecuador, Mexico, Panama, Paraguay, Peru, Puerto Rico, United States, Venezuela,

Industry Sectors



Automotive



Banking & Financial services



Chemical manufacturing



Construction & Real Estate



Education



Energy & Utilities



Food & Beverages



Healthcare and Life Science



Insurance



Logistics & Transportation



Media & Entertainment



Public sector



Retail & E-Commerce



Resources



Telecomm & IT

Our Fieldwork Methodology

Qualitative Research

Focus Group Discussion (FGDs)
Mini Group Discussion
B2B In-depth Interviews
In-depth Interviews
Dyad/Triad Interviews
Ethnographic Research
Mystery Shopping

Quantitative Research

PAPI
CAPI
CATI
WAPI
CAWI
CLT

Online Research

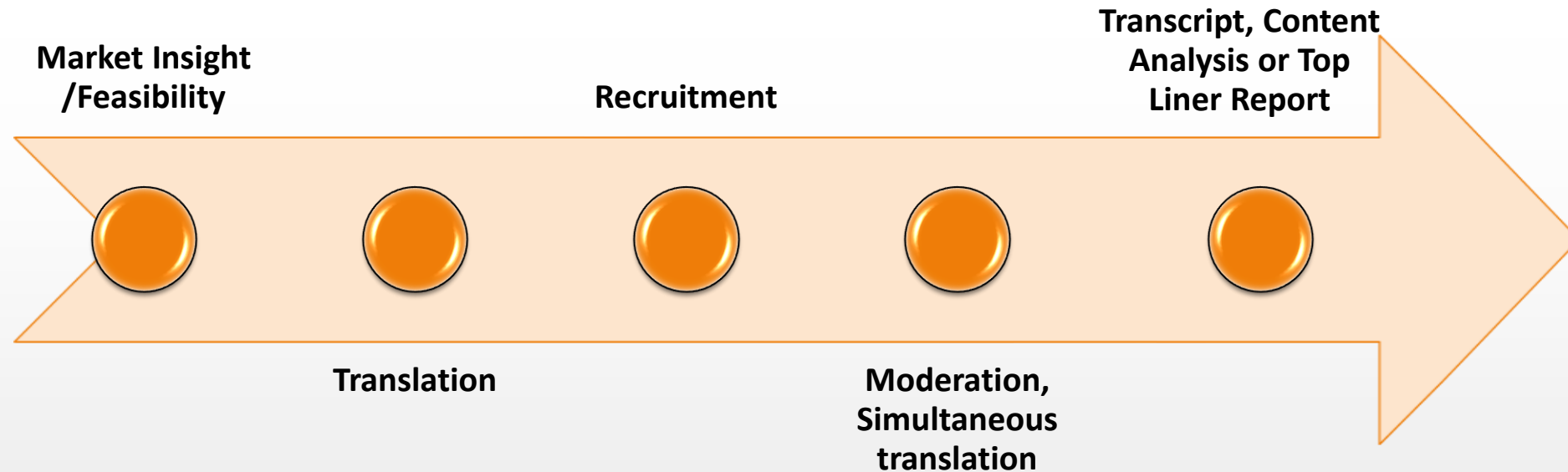
Online Interviews
Online Group Discussion
Online Questionnaires
Online FGDs
Video Conferencing

Secondary Research

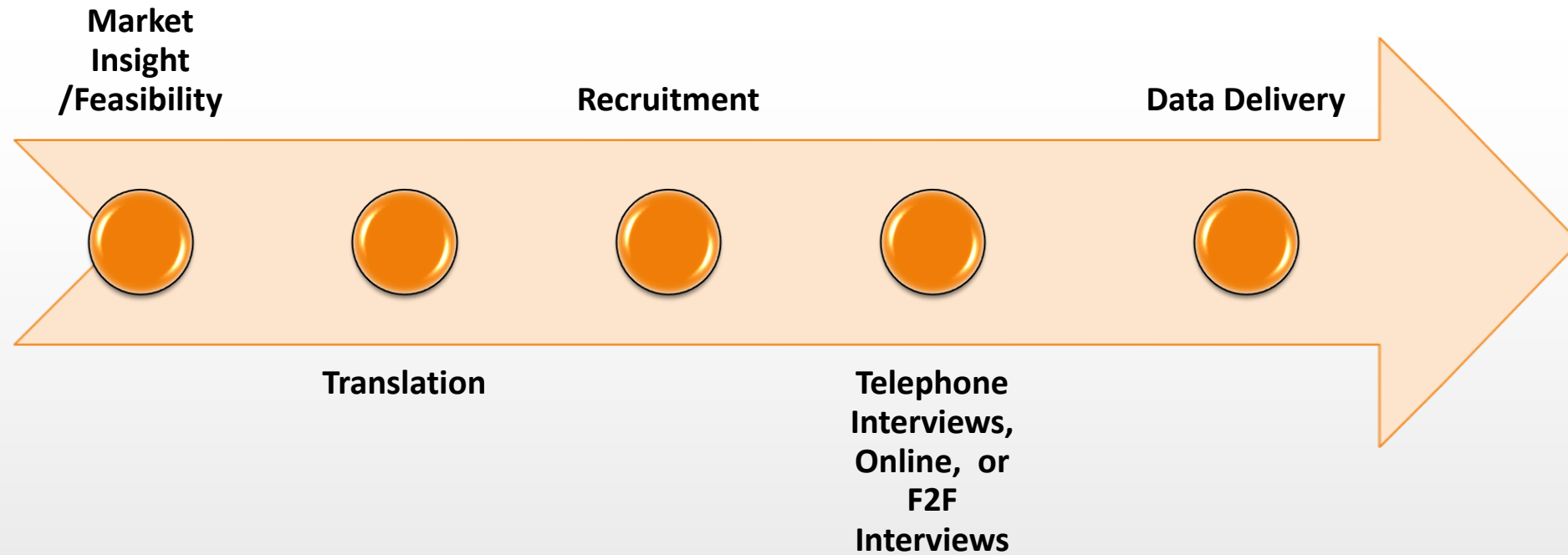
Desk Research
B2B Research
Census

Field Interactive MR Project Life Cycle

Our Qualitative Project Life Cycle



Our Quantitative Project Life Cycle



Field Interactive MR Expertise

Our Expertise



Consumer Quantitative Research

- ❖ Brand Image Studies
- ❖ Buying Behavior / Buying Process Studies
- ❖ End User Attitude Surveys
- ❖ Customer Satisfaction Surveys
- ❖ Face-to-face Interviews
- ❖ Internet / E-Commerce Research
- ❖ New Product Development
- ❖ Observation Research
- ❖ Panel Research
- ❖ Postal Surveys
- ❖ Pricing Checks
- ❖ Telephone Interviews
- ❖ Web based Research



Consumer Qualitative Research

- ❖ Brand Evaluation Studies
- ❖ Brainstorming
- ❖ Consultancy
- ❖ Executive Telephone Interviews
- ❖ Face-to-face Depth Interviews
- ❖ Group Research (Focus Groups)
- ❖ Dyads / Triads
- ❖ Product Development / Testing (Qual / Quant)
- ❖ Strategy Development
- ❖ Trade Advertising Concept Research



Healthcare Research

- ❖ Image/Awareness Studies
- ❖ Health Outcome Studies
- ❖ Physician and Employee Engagement
- ❖ Health Behavior Research
- ❖ Patient Satisfaction
- ❖ Member Satisfaction
- ❖ Employee Satisfaction
- ❖ Clinic Satisfaction
- ❖ Healthcare Brand Pulse Surveys
- ❖ Managed Care Studies
- ❖ Physician, Nurse, and Dentist Research
- ❖ Community Studies
- ❖ Medicare and Medicaid Research
- ❖ Health Care Policy Research
- ❖ Medical Product Research
- ❖ Medical Services Research
- ❖ Pharmaceutical Research
- ❖ Site Selection Research



B2B Secondary Research Capability

- ❖ Balanced Scorecard Research
- ❖ Desk Research
- ❖ Online Research

Our Expertise



Automotive Research & Car Clinic

- ❖ Car Clinics
- ❖ Product development
- ❖ Corporate reputation
- ❖ Channel sales and relationship
- ❖ Campaign development and evaluation
- ❖ Customer loyalty and customer satisfaction/CSI
- ❖ Voice of Customer and Integrated Customer
- ❖ Feedback Management Programmers
- ❖ Ethnography
- ❖ Customer storytelling
- ❖ Mystery Audit
- ❖ Customer Journey Mapping
- ❖ Touch point Mapping
- ❖ Customer Segmentation
- ❖ Market Trends
- ❖ Market Sizing
- ❖ Market Attitudes & Behavior
- ❖ Market Evaluation and Opportunity Identification
- ❖ Market Segmentation
- ❖ Brand Positioning & Tracking
- ❖ The Use Of Emerging Technologies, Platforms and Channels



Mystery Audit

- ❖ Mystery Shopping
- ❖ In-Person Mystery Shops
- ❖ Telephone Mystery Shops
- ❖ Internet Mystery Shops
- ❖ Multiple Touch point (Hybrid) Mystery Shops
- ❖ Insightful Feedback
- ❖ Consultancy
- ❖ Customer Focus Panel
- ❖ Exit Surveys
- ❖ Store Audits



Online Research

- ❖ Online Panels
- ❖ Email Surveys
- ❖ Pop-Up Surveys
- ❖ Online Qualitative Research
- ❖ Mobile Phone Research
- ❖ Cyber-ethnography
- ❖ Online content analysis
- ❖ Online focus groups
- ❖ Online interviews
- ❖ Online questionnaires
- ❖ Social network analysis
- ❖ Web-based experiments
- ❖ Online clinical trials

Field Interactive MR Healthcare Attributes

Healthcare Attributes

AILMENT TARGETING



Acid Reflux, Allergies, Arthritis, Asthma, ADD/ADHD, Back Problems, Chronic Pain, Crohn's Disease, Depression, Diabetes Type 1 & 2, Eating Disorders, Eczema, Fibromyalgia, Headaches, Heart Problems, High Blood Pressure, High Cholesterol, Menopause, Mental Disabilities, Migraines, Multiple Sclerosis, Obesity, Osteoarthritis, Osteoporosis, Pregnancy (By Week), Psoriasis, Rheumatoid Arthritis, Seizures, Sight/Hearing Disabilities, Sinus Problems, Sleep Disorders, etc.

PHYSICIAN



Anesthesiologists, Cardiologists, Dentists, Dermatologists, Endocrinologists, ENTs, Gastroenterologists, GPs/PCPs, Gynecologists, Hematologists, Nephrologists, Neurologists, Nurses, Ophthalmologists, Opticians, Orthopedists, Pediatricians, Pharmacists, Psychiatrists, Radiologists, Respiratory, Physicians, Pulmonologists, Rheumatologists, Surgeons, Urologists, Hospital Admins/Execs, Lab Managers, etc.



Field Interactive MR Quality Control (QC) Measures

Our Quality Assurance Measures



Pre - Fieldwork

- Briefing and de-briefing sessions
- Providing and explaining briefing manual and project materials
- Question and answer session
- Pilot interviews

During Fieldwork

- On-going back checks of interviewers
- Scrutiny & monitoring
- Initial questionnaire feedback
- Flexibility for client attendance

Post Fieldwork

- Workshops for analysis – added value insights
- Ensure data consistency
- Internal and External data validation
- Top Liner Report

Our Quality Assurance Procedures

Scrutiny

50% scrutiny of each interviewer's work by Supervisor and,
10% scrutiny of each interviewer by its coordinator
Evaluation of initial interviews of each project

Multiple Check Points

Managing and monitoring sample quota on daily basis
Total 30% of fieldwork is back-checked; 20% via telephone and 10% personally
Auditors randomly back-check the fieldwork

Data Validation

Built-in logical checks to prevent mistakes
10% work of each data entry operator is checked on daily basis
In case of more than 3 errors in the checked lot, 100% of that operator's work is checked
Statistical tables are generated as per analysis plan



Field Interactive MR Clientele

National & International Clients



Field Interactive MR Team Profile

Rajeev Kumar

Managing Director



- ❑ More than 16 years of relevant experience with well-reputed marketing research organizations in India and Egypt.
- ❑ Previously worked for Top Level MENA, TNS, Synovate (Now Ipsos), Millward Brown, HMRS.
- ❑ Experience base covering broad range of sectors, i.e. Telecom, Financial, Automotive, FMCG, Healthcare, Tobacco etc.
- ❑ Rich experience in a wide range of research topics, including new product/concept testing, brand tracking, campaign effectiveness evaluation, customer satisfaction, consumer U&A, market segmentation, etc.
- ❑ MBA from SMU, India.

Kuldeep Rawat

Director - Business Development



- ❑ More than 21 years of market research industry experience in field, project management and business development.
- ❑ Previously worked for Top Level Market Research India Pvt Ltd, Intage India, TNS, Synovate (Now Ipsos), Millward Brown, Quantum MR, Blackstone and IMRS.
- ❑ Expertise in carried out research studies in the field of B2B, Retail, Automotive, FMCG, Healthcare, Insurance, FMCG, Personal care, Media, Retail, Liquor and Telecom etc.
- ❑ Executed over 2000 Projects for Automotive, B2B, Retail, FMCG, Technology, Healthcare sector.
- ❑ Automotive: Handled more than 200 Car clinics (Dynamic/Static/Photo) along with 1500+ FGD's and IDI's and delivered with the fullest satisfaction and expectation of clients.
- ❑ Bachelor's in Commerce.

Ravi Kumar Roy

Director - Client Servicing



- ❑ More than 11 years of experience in market research mapping business requirements, project management in variety of roles for national and international organizations.
- ❑ Served as a CEO of Raghupati Group, held a managerial level role at Palmeri Agricare, MRA Group Companies (MedField India, Field Global), Dhung and CERPA India.
- ❑ Expertise in carried out research studies in the field of Telecom, Agriculture, Automotive, Consumer, Mystery Shopping, Distribution and Retail trade, Finance/Banking/Insurance, FMCG & FMCD, Logistic & Transportation, Education & Training, Healthcare, IT/Internet, Industry and Business, Travel and Tourism, B2B, Product Placement in both qualitative and quantities research.
- ❑ Executed over 500 National & International Projects for World Bank, RBI, Central & State Government and Domestic & International private organizations. Geographical area covered - APAC , Africa, Middle East, Europe and USA.
- ❑ Master's in Management from Madurai Kamaraj University and a Bachelors in Physics from A N College, Patna, India. He also earned Advance Certificate in Computer Application (ACCA) and Post Graduate Diploma in Computer Application (PGDCA).

Middle East Countries Team Profile

Ahmed Ali

Operation Manager - Middle East and North Africa



- ❑ Ahmed has 15 solid years of experience in operation of fieldwork services in Gulf region and expanded more in all middle east and has vast experience in managing multi-country projects for local and international clients with extensive exposure to the MENA region.
- ❑ Experience base covering broad range of sectors, leveraging long-standing working relationships with leading industry participants' Senior Executives.
 - ✓ Automotive
 - ✓ Consumer Electronics/Durables
 - ✓ FMCG
 - ✓ ICT
 - ✓ Food & Beverages
 - ✓ Financial Services – Banking, Insurance etc.
- ❑ Bachelor's in Finance.

Jassmin El Maghrabi

Account Manager - Africa and Sub-Saharan



- ❑ Jassmin has more than 5 years experience in market research industry. Extensively in African and Sub-Saharan countries Particular expertise in:
 - ✓ Customer Satisfaction & Mystery shopping
 - ✓ Concept and Product Tests
 - ✓ Brand Health Studies
 - ✓ Market Segmentation etc.
- ❑ Experienced in both Qualitative & Quantitative Research projects.
- ❑ Trained moderator with 400+ FGDs & IDIs conducted in Middle East.
- ❑ Worked on large data sets for a Brand health Tracking study.
- ❑ Has Research Experience on both client side and agency side.
- ❑ Bachelor's Commerce.

Viviane Shoukry

Project Manager - Pharmaceutical



- ❑ Viviane has solid 5 years of experience in Pharmaceutical researchers and has been engaged in multiple projects of clinical researchers and trials.
- ❑ Client centric attitude.
- ❑ Diversified knowledge and client servicing.
- ❑ Proposal writing - Suggesting a rational proposition to answer business questions.
- ❑ Generating insights - Proposing advance analysis to generate and validate insights.
- ❑ Bachelor's in Pharmaceuticals.

African Countries Team Profile

Kennedy Gekonge

Country Director



- ❑ More than 20 years' experience in Operations for research in Africa.
- ❑ Over 10 years in large multinational in Kenya covering the wider East Africa.
- ❑ Experience in implementing large and complex projects in Fast Moving Goods field using various methodologies across many markets.
- ❑ Experience in almost all countries in Africa; including the most difficult such as Angola, DRC, Somalia, Eritrea, Sudan, etc.
- ❑ Bachelor of Arts from Kenyatta University.

Ann Wangechi

Client Director



- ❑ More than 5 years experience in social research, project management and proposal writing as a project manager in a non-government organization.
- ❑ Engaged as a Research Assistant in research studies in the field of Public health, Agriculture, Community Development.
- ❑ Served as an administrative Assistant in Coexist Initiative charged with network and liaisons' development.
- ❑ Bachelor of Science Applied Statistics with Computing from MOI University.

Ezekiel Agwata

Data Operations Manager



- ❑ More than 12 years' experience in services on scripting, data management and QC.
- ❑ Over 10 years in large multinational in Kenya covering the wider East Africa.
- ❑ Expertise in implementing large and complex projects, using various CAPI based technology.
- ❑ Ezekiel versed in QC issues and can effectible advice clients on the best QC methods.
- ❑ Bachelor of Business in Information Technology from Jomo Kenyatta University of Science and Technology.



THANK YOU



Field Interactive MR Private Limited

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