



International Market Pulse

Always supportive of your business partners
can do together in the various projects sites
to be able to be a companion to the origin.

www.imp-me.com

Company Profile



Introduction About : International Market Pulse



- ▶ Founded in December, 2014, International Market Pulse (IMP) is an experienced and fast-growing operation Company providing a wide array of marketing research services.
- ▶ Our dedicated team of operations with headquartered in Jeddah and our office in Cairo, is serving clients globally.
- ▶ Our new office in Riyadh soon.
- ▶ IMP provides wide/diversified Marketing Operations Solutions ranging from Field to Data Processing to Data Entry. Has served multiple verticals like :Retail , FMCG, Consulting, Financial Services, CPG, BFSI, Technology, Pharmaceutical, Business Services, Healthcare and Telecom.



Introduction About : International Market Pulse



- ▶ Our team is help clients to understand the market and take the right decision in the right time.



- ▶ High quality on time with efficiency and effectiveness cost

Our Field Methodologies and Services



Quantitative

- ▶ F2F
- ▶ PAPI
- ▶ CAPI
- ▶ CAWI
- ▶ Telephonic interviews – CATI
- ▶ Mystery Surveys
- ▶ Exit interviews
- ▶ B2B
- ▶ Central Location Testing exercises
- ▶ CLT
- ▶ Medical Interviews
- ▶ Online interviews
- ▶ Tracking Studies
- ▶ Panel Studies

Our Field Methodologies and Services

- ▶ PAPI : Paper And Pencil Interviewing. Data obtained from the interview is filled in on a paper form using a pencil.
- ▶ CAPI : Computer Assisted Personal Interviewing. This method is very much similar to the PAPI method, but the data is directly entered into a computer program instead of first using paper forms.
- ▶ WAPI : Web Assisted Personal Interviewing. The respondents answer the questions online, but they are also assisted online in doing so.
- ▶ CASI : Computer Assisted Self Interviewing. The CASI method involves respondents taking place behind the
- ▶ CAWI : computer themselves in order to fill in the questionnaire.
- ▶ CATI : Computer Assisted Web Interviewing. Online research in which data is obtained electronically using online questionnaires. These questionnaires contain references so that the correct questions are asked to each respondent.
- ▶ TAPI : Computer Assisted Telephone Interviewing. The questions are usually presented to the interviewers on a computer screen, after which they ask them to the respondents. To ensure that the correct questions are asked to each respondent, the specialized computer software uses "skips": Certain answers can lead to the next question being different. This also prevents the respondent from having to answer irrelevant questions.
- ▶ TASI : Tablet Assisted Personal Interviewing. This method is virtually identical to the CAPI method, but the data is entered into a tablet instead of a computer/laptop.
- ▶ TASI : Tablet Assisted Self Interviewing. This method is virtually identical to the CASI method, but the data is entered into a tablet instead of a computer/laptop.
- ▶ SAPI : Smartphone Assisted Personal Interviewing. With this method, the data is entered into a smartphone by the interviewer. SASI: Smartphone Assisted Self Interviewing. With this method, the data is entered into a smartphone by the respondent.



Our Field Methodologies and Services



Qualitative

- ▶ Group discussions
- ▶ In-depth interviews
- ▶ Online in-depth interviews
- ▶ Online focus groups through Skype
- ▶ Home visits
- ▶ Accompanied shopping
- ▶ Transcription and feeling
- ▶ Transcription
- ▶ Translation, professional translators
- ▶ Focus Vision services

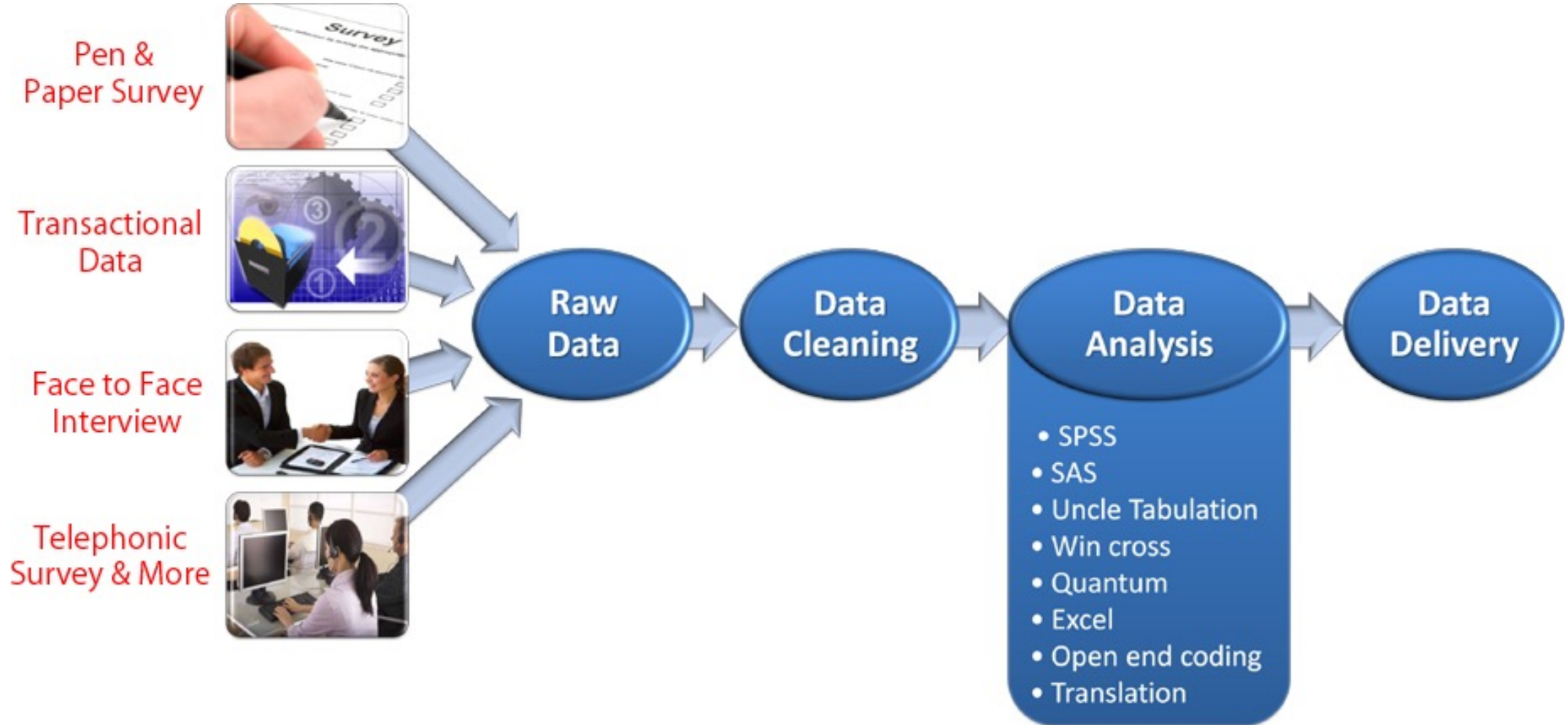
Our Field Methodologies and Services



Data Entry and Coding

Professionals team of 30 data entries male and female, Arabs and Asians working 24/7

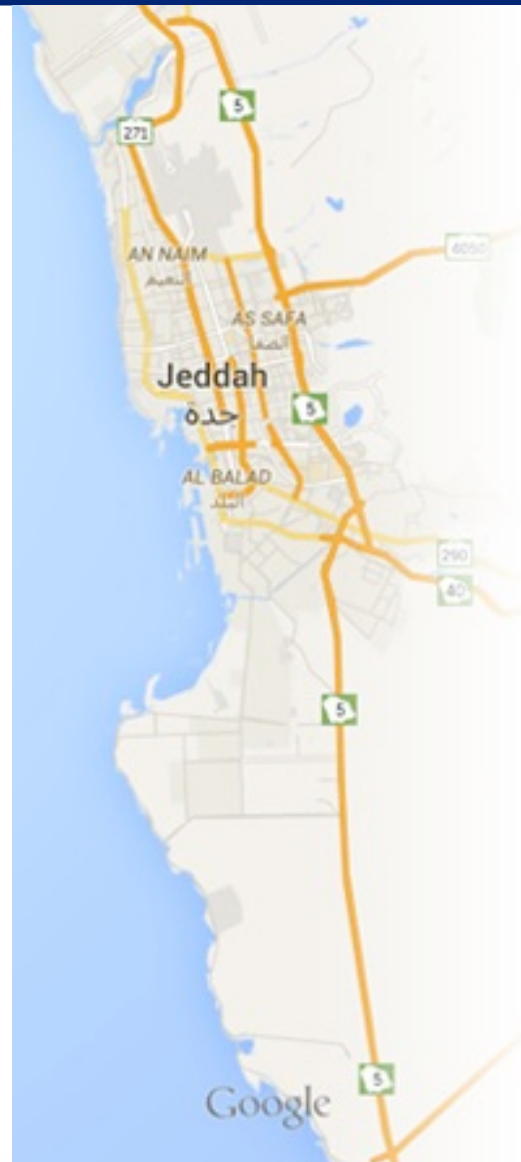
Data Processing Quality Control Management is done at the highest echelons at all stages





Cairo Office

- ▶ We have 15 station
- ▶ upgraded to 25 stations
- ▶ We use VOIP to do interviews across all Arab countries
- ▶ We can provide our services clients in-door



Jeddah Office

- ▶ We have 6 stations
- ▶ upgraded to 12 stations
- ▶ We cover all KSA & GCC

Group room and Client room facilities

Group Room:

- ▶ Table enough to 12 persons
- ▶ Luxury chairs for more comfortable to the respondents
- ▶ LED TV Sony 55-inch 3D Full HD
- ▶ Flip charts
- ▶ High quality microphone
- ▶ Full HD camera wide range
- ▶ DVD recorder
- ▶ 2 channels translator (Arabic & English)
- ▶ Minibar and entertainment facilities indoor
- ▶ Focus vision camera (Auto Focus)



Group room and Client room facilities

Client Room:

- ▶ Sea view
- ▶ Comfortable sofa and chairs
- ▶ Enough for 7 persons
- ▶ High quality headphones
- ▶ One side mirror glass (3m width and 1,2 m highest)
- ▶ Audio sectors distributed around the room
- ▶ LED TV to follow up the group
- ▶ Minibar and entertainment facilities indoor
- ▶ IN-front table for writing
- ▶ Separate channel for translator



Market Sectors

- ▶ Advertising / Public Relations
- ▶ FMCG
- ▶ Automotive
- ▶ Beverages
- ▶ Catering / Hospitality
- ▶ Chemicals
- ▶ Consultancy
- ▶ Cosmetics / Hygiene
- ▶ Detergents
- ▶ Durables / Electrical Goods
- ▶ Energy / Utilities
- ▶ Banking sector
- ▶ Fragrance Industry
- ▶ Healthcare / Pharmaceutical
- ▶ IT
- ▶ Logistic/ Mail / Transportation
- ▶ Media / Entertainment
- ▶ Petrol
- ▶ Public Sector / Government
- ▶ Retail / Wholesale
- ▶ Social & Economic
- ▶ Telecommunications
- ▶ Textile / Fashion / Clothing
- ▶ Toys / Games / Travel
- ▶ New Product Development
- ▶ / pre launch studies
- ▶ Brand image & equity
- ▶ U&A studies
- ▶ Concept testing / Ad testing
- ▶ Package testing
- ▶ Product testing
- ▶ Segmentation studies
- ▶ Ethnography
- ▶ Conjoint
- ▶ Tracking Studies
- ▶ Panel Studies

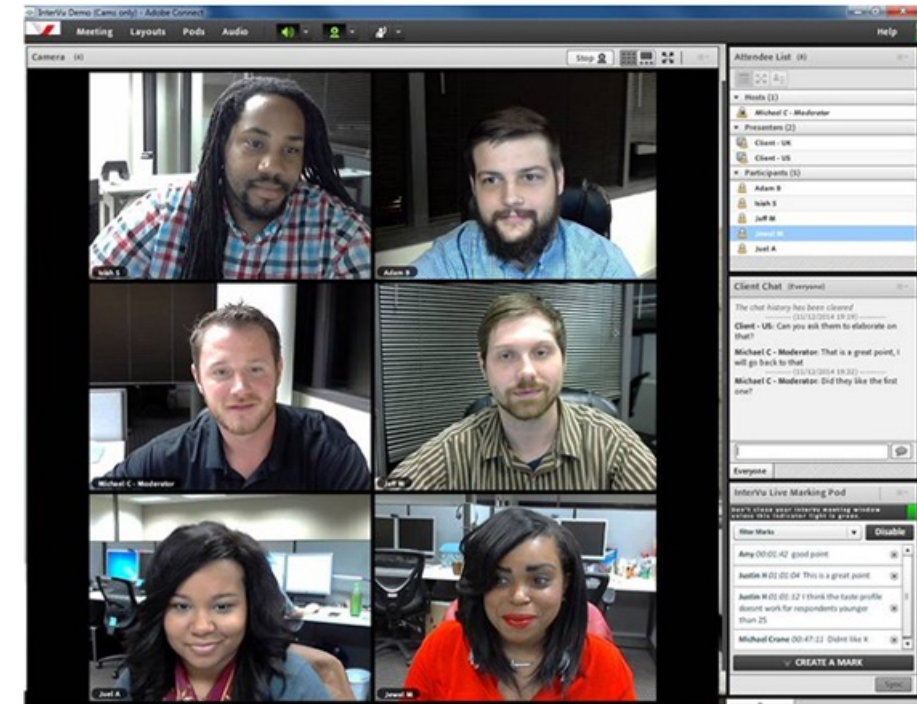


Clients Served



Agency Company

- ▶ Mobile Streaming:
- ▶ View your qualitative research live, on-the-go from your mobile device. Mobile streaming on the iPad has all the same functionality as VideoStreaming™, including VideoMarker™ software and live chat.
- ▶ We also offer improved video and audio with High Definition (HD) VideoStreaming™.
- ▶ FocusVision technologies enable qualitative researchers to get close to customers, observe their stories and enable better insights.
- ▶ From video streaming to mobile platforms, we are here so you can be there.



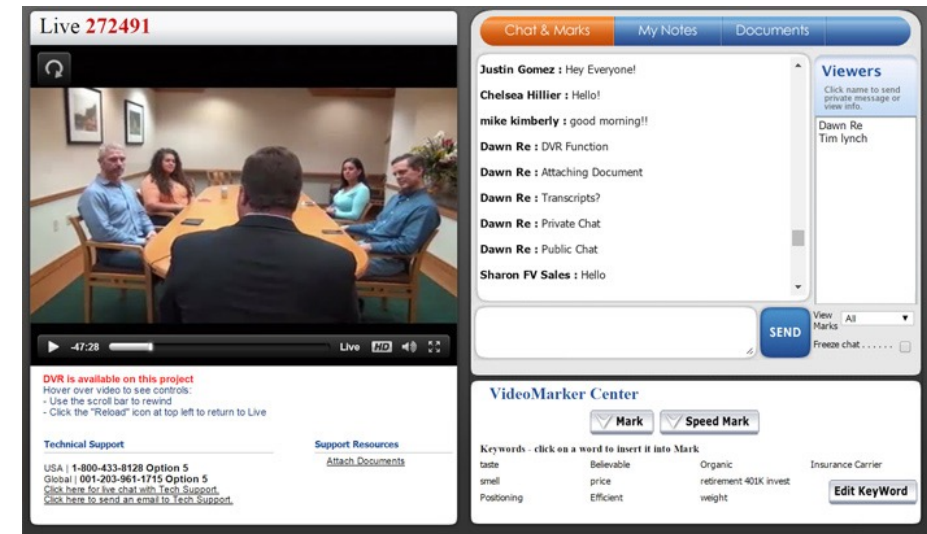
Agency Company

- ▶ InterVu® can be used as an alternative or augmentation to any facility-based project and is particularly well suited when respondents are hard to find or hard to reach, especially in B2B.
- ▶ There's no need for either the moderator or the respondents to travel, resulting in reduced costs and timing. In addition, respondents are much more likely to turn up and participate than in facility research. InterVu® is particularly useful as a follow up to a quantitative study or online diary and interactive exercises, and for desktop usability studies.
- ▶ A range of features
- ▶ Groups can include up to 8 participants plus moderator with an unlimited number of observers. InterVu® includes facial recognition software to identify professional respondents. InterVu® includes facial recognition software to identify professional respondents.
- ▶ Moderator training on the service is part of our standard offering. The moderator can reproduce virtually every activity conducted in a facility; including sharing and marking stimuli, story-telling and polling. The 'Filmstrip' mode enlarges the video of the respondent who is speaking. Our VideoMarker™ software time-stamps key moments of the research.
- ▶ For each project we convert and upload the stimuli, pre-test all the respondents and, if necessary, ship webcams. We also provide a 12 month online archive.
- ▶ Multiple language options
- ▶ A dedicated, multilingual FocusVision technician will support you throughout the project. Other options include: two-channel audio to listen to both native and translated languages, international language support in English, French, German, Spanish, Portuguese, Italian, Dutch, Russian, Turkish, Japanese, Mandarin and Korean, transcripts and edited notes.



Agency Company

- ▶ Observe online focus groups and in-depth interviews live from your office, home or wherever you have access to the internet. Groups are projected live from the world's largest research facility network of over 1,400 locations across 58 countries. Additional facilities can be installed at no cost. We go wherever your research is taking place.
- ▶ VideoStreaming™ provides a reliable, secure, live stream for qualitative market research. Viewers can communicate with colleagues in the backroom or at any remote location via live chat among observers and moderators.
- ▶ Avoid the hassle and cost of travel In a fast shrinking world, you need to understand how people perceive your brand, product or service anywhere, any time. But it's just not feasible to attend focus groups or do in-depth interviews in person every time. With VideoStreaming™ you save travel costs and hassle - so can put that time towards thinking and analysis. Our VideoMarker™ software and clipping services time-stamp key moments of the research, improving analysis.
- ▶ In a fast shrinking world, you need to understand how people perceive your brand, product or service anywhere, any time. But it's just not feasible to attend focus groups or do in-depth interviews in person every time. With VideoStreaming™ you save travel costs and hassle - so can put that time towards thinking and analysis.
- ▶ Our VideoMarker™ software and clipping services time-stamp key moments of the research, improving analysis.
- ▶ Without travel, and with an unlimited number of remote viewers, all team members can participate in the research and contribute, without increasing their carbon footprint!
- ▶ 24/7 tech support via phone, chat and email 12 months free online archive.
- ▶ Our platform is over 99% reliable and meets the most stringent security standards in the world.
- ▶ <http://ww2.focusvision.com>



Our Team & Coverage Areas KSA

Quantitative Team & Coverage areas

- ▶ Field managers in 2 main cities Jeddah and Riyadh
- ▶ Full-time and Part-time supervisors in Main cities
- ▶ Dedicated team of interviewer's male and female in main cities and provincial
- ▶ Ability to increase the number if needed
- ▶ Experience Asians team male & female Indians and Pakistanis
- ▶ Experience supervisors and interviewers in syndicated projects among all KSA, main cities, provincial and rural
- ▶ Sufficient numbers of laptops, Android mobiles and taps to do CAPI projects
- ▶ we can cover the other countries in GCC (Oman, Kuwait, Qatar and Bahrain) Throw KSA office
- ▶ We can cover other countries in North Africa (Tunisia, Algeria and Morocco as well) throw Cairo office.

Area	No. of Field Managers	No. Of Supervisors		No. Interviewers	
		Male	Female	Male	Female
Riyadh	1	2	4	37	55
Jeddah	1	3	5	41	63
Dammam	0	1	2	13	32
Medinah	0	1	1	8	21
Taif	0	1	1	2	7
Makah	0	1	1	4	11
Abha\Khamis\ Uhad Rofaida	0	1	1	12	22
Jizan \ Najran	0	1	1	4	7
Tabuk	0	1	1	6	19
Alkharj\ Alderea	0	1	1	2	5
Buraidah\Onaiza	0	1	1	6	16
Qatif\Hufuf	0	1	1	2	8

Our Team & Coverage Areas KSA

Qualitative Team & Coverage areas

- ▶ Equipped Focus Group room is ready in our office in Jeddah
- ▶ Professional and Luxury Client observation room is ready with all facilities.
- ▶ Riyadh office soon will have focus group room, now we have ability to manage the focus groups at the hotels venue as well as at homes
- ▶ Dammam we have the ability to manage the focus groups at the hotels venue as well as at homes
- ▶ Experience Asians moderators (Male & Female).
- ▶ We have Asian recruiters (Male & Female) from different nationalities

Area	No. of Moderators		No. Of Supervisors		No. Recruiters	
	Male	Female	Male	Female	Male	Female
Riyadh	2	4	1	1	14	17
Jeddah	3	4	1	2	16	20
Dammam	2	3	1	1	7	7



Pre fieldwork

Checking & Finalizing field materials:

- ▶ Checking Arabic and English questionnaire by the field manager.
- ▶ Checking the link if the project is CAPI and compare it with the hard copy.
- ▶ Go through the field materials carefully (field brief, show card ...etc).
- ▶ Share the corrective inputs required with the client.

Selection of interviewers & Quota Distribution:

- ▶ Must have undertaken basic training and have done at least 2 trial interviews. Should not do more than 2 projects at a time.
- ▶ Each interviewer should not do more than 15% of the sample.
- ▶ The supervisor prepares the quota sheet for each interviewer.
- ▶ The supervisor distributes the quota among the interviewer as per the interviewer classification.

Quality Control Standards

Quantitative

Briefing / Training, Planning & Execution:

- ▶ The field manager brief the supervisor question per question before interviewers briefing.
- ▶ The field manager brief interviewers personally with supervisor attendance.
- ▶ The Supervisor prepares Interviewer Clarification Note clarifying doubts that were raised during the briefing.
- ▶ Supervisors marks important field instructions on questionnaire and circulates to all the interviewers.
- ▶ While in Field Supervisors prepare Interviewer-wise Error report and corrective and preventive action report prepared by the field manager.
- ▶ The field manager share the clarifications with the client
- ▶ The supervisor organizes Interviewers Debriefing session and inputs provided to Field Manager.
- ▶ Field Manager organizes Remedial training session, if required.

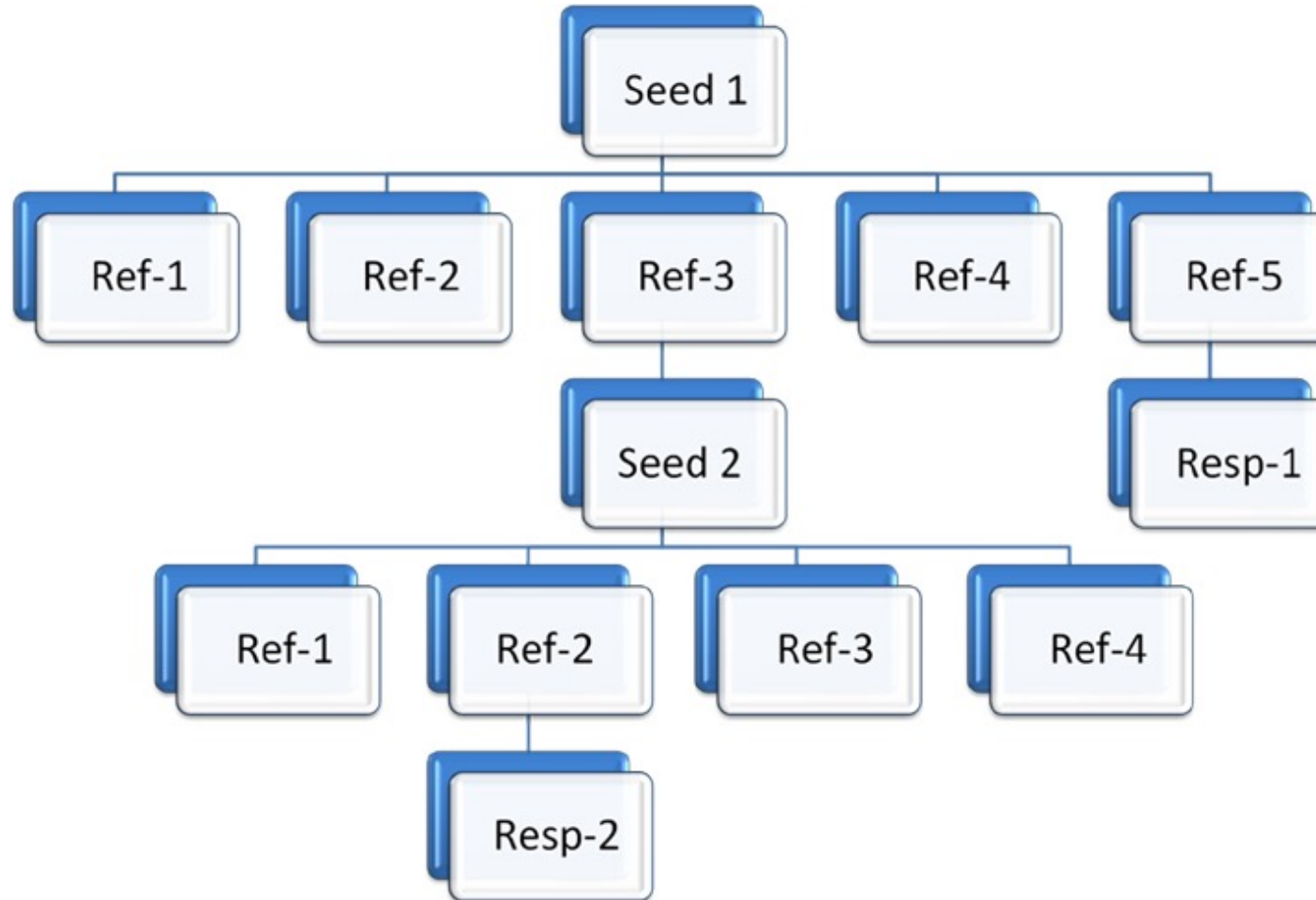


Sampling Method

Snowballing:

- ▶ Prepare a sampling frame (called as seeds) based on population characteristics for each centre (usually Nationality x Age)
- ▶ Pre-fix the number of interviews from each seed –Maximum 2 interviews (but depends on sample size within the centre).
- ▶ No more than two interviews are conducted per seed contact in snowball sampling
- ▶ Initial respondents are selected randomly, but subsequent respondents are obtained from the referrals provided
- ▶ It is assumed that referrals will exhibit similar demographic profiles to the initial respondents who referred them
- ▶ Referrals have to be from the same area/block
- ▶ Application: Estimation of population measures, like shares, awareness, etc.

Snowballing structure (Example for respondents selection)



Quality Control Standards

Quantitative

During the Field work:

- ▶ Following a briefing, all interviewers conduct a mock interview before fieldwork starts. All interviewers working on a project for the first time conduct each live interview each with a respondent and the quality checked by the field supervisor before the interviewer allowed to continue further. Those interviewers will not be taken as part of the sample.
- ▶ During the course of a project all new interviewers are accompanied into field on at least 2 further interviews.
- ▶ Sample quotas are controlled to ensure a sufficiently even spread of interviewers across all selected city districts as per the standard district breakdowns.
- ▶ In each project respondents exactly fit the recruitment criteria and pass the occupational & company screener. Respondents are also not from within the immediate social circle of the interviewer.
- ▶ Each project is administered exactly as per questionnaire instructions and questions are read as written on the questionnaire (i.e same language).
- ▶ Interviewers are rotated between at least 3 non-contiguous districts per project.
- ▶ All interviewers accurately maintain daily contact sheets and quota sheets.
- ▶ A minimum of 30% of each interviewer's work is back-checked by a supervisor who is not otherwise involved in the project.
- ▶ Field reports are issued no later than a week after the completion of a project at most using the field report form.
- ▶ client confidentiality and respondent privacy are committed and respected



CLT QC

- ▶ Back check recruitments prior to coming to the venue by phone /face-to-face.
- ▶ At least 10% back check for each interviewer randomly.
- ▶ Re-screening inside the venue prior to going to hall rooms
- ▶ First page of the questionnaires 100% recheck with the key questions before the respondents going to the hall room.
- ▶ Accompaniment/spot check by keeping on moving across each interviewer on each venue day.
- ▶ The supervisor check the products before going to the venue. in case it's product test.
- ▶ The supervisor make sure the products code is labeled correctly before going to the venue.



Back checkers / Quality Controller

Telephone back check:

- ▶ 30% sample size of each interviewer with key questions to be re-asked Results of back check recorded.
- ▶ 30 % back check for each interviewers per batch received from the interviewer.
- ▶ Chose the 3rd questionnaire after arranged randomly.
- ▶ Call in three different times a day in case of no answer.
- ▶ If the interviewer failed to achieve the minimum back check, 100% back check is required.
- ▶ Send the back check results to the field manager in daily basis.

Accompaniment:

- ▶ 2 - 5 % sample size Field supervisor has to be done by the supervisor.
- ▶ At least one interview of each interviewer.
- ▶ The accompaniment should be in the first 2-3 days of the field work.



Scrutiny & Logic check

PAPI Projects:

- ▶ 100% questionnaires with "error free" scrutiny by the supervisor.
- ▶ 10% Sample questionnaires purposively selected by the field manager to provide feedback to Field Supervisors & interviewers.

CAPI Projects:

- ▶ Checking and remove duplicate contact No.
- ▶ Checking odd hours (interview time)
- ▶ LOI (length of interview)
- ▶ Trends of data especially for the tracking projects.

Minimum Field Quality Control

Qualitative

- ▶ Respondents are recruited using a screening questionnaire approved by the client.
- ▶ Completed screening questionnaires are available before the start of groups.
- ▶ In each project respondents exactly fit the recruitment criteria and pass the occupational & company screener. Respondents are not recruited from within the immediate social circle of the recruiter.
- ▶ Respondents have not attended groups on any subject in past 6 month.
- ▶ Respondents attending a group should not be acquainted with each other. With the exception of local Arab women for whom no more than two respondents in a group should know each other.
- ▶ At least two recruiters are used to recruit each group.
- ▶ No more than two respondents are recruited from the same neighborhood and no more than two participants per study can work or have members working in the same company, if it is a large company.
- ▶ A full group has 6 to 8 respondents and a mini-group has 4 to 5 respondents.
- ▶ Field reports and issued no later than a week after the completion of project at most using the standard field report form.
- ▶ All MIP staff working on a project are committed to maintain client confidentiality, Similarly, respondent privacy will be respected.



Thank you

