

Focus Suites

Online Panel Management Practice



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Company Profile



1. What experience does your Company has with providing Online samples for market Research?

- Focus Suites Panel was founded in 2002. In the past 2.5 years we have been working with global partners as well as local.
- We've gained experience in a very wide range of research fields, methodologies and technologies. Thanks to our Field personnel's & global partners we had the opportunity to enrich our professional knowledge, sampling and monitoring techniques.



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Sample Source



2. Please describe and explain the types of source(s) for the online sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling or other) ?

- Web sites interface, websites banners, web surveys, qualitative surveys, quantitative surveys, conferences, friends, blogs, forums, direct mailing, joint ventures with central factors in the internet, education, social organizations and other industries.
- We manage to combine online with offline sources





3. What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

- Focus Suites online panel management practice was founded by 2 well experienced partners who brought to the firm 3 areas of expertise: Market Research, Technology, Interactive Community Recruitment and Management.
- We regard these 3 expertise's as essential to the success of an access panel. Most of our competitors are basically ad hoc research institutes who later expanded their activity. None of them enjoys the same professional knowledge in those 3 fields. We've developed our own flexible surveys and panel management software that enable us to give quick solutions to technological challenges.
- We use our community solely for market research and make it a point not to expose the members to an over dosage of studies.





3. What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

Our key Differentiators are that we have

- sms research
- Computer Aided Telephonic Interviews (CATI)
- Eye Tracking & Face Recognition Tools
- Qualitative Research, One way mirror viewing Facilities
- Strong primary healthcare market research activities (Medical Panel across specialties)
- Real time video streaming facilities





4. If the sample source is a panel or database, is the Panel or database used solely for market research? If not, please explain

- **Solely for Market Research.** Focus Suites is a research and fieldwork company or as we like to define ourselves as Asia's largest qualitative research facility providers





5. How do you source groups that may be hard-to reach on the Internet?

- By cooperating with the organization/ factors that are active in the relevant field. Sometime media companies, in other times social or commercial organizations.





6. What are people told when they are recruited?

- “You are joining a research community.... From time to time you’ll receive questionnaires in your e.mail box to be answered in your own privacy and free time.... You’ll be rewarded for each survey according to its length and complexity....upon registration you must read our regulations and approve of it....Your personal details will remain confidential and will not be exposed or transferred to a third party..”



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Panel Recruitment



7. If the sample comes from a panel, what is your Annual panel turnover/attrition/retention rate and How is it calculated?

- We base our assessment on a cohort of recruits from a certain month.
- We check their response rate during one year - quarterly.
- We've have learnt that the attrition rate is: 1-2% over the first quarter, 3% over the second quarter...in one year we might loose about 6% of the original group. One should consider the fact that on line research is a relative new industry in Vietnam (2.5 years) and that all statistical- mathematical calculations of this nature are subject to change as the industry grows older and wiser.





8. Please describe the opt-in process.

- Every new member completes a multi stage registration process.
- The first form contains basic socio-demographic details.
- After the first stage they get an activation mail that verifies their email address authenticity.
- Entering this mail will open a second form which gives us a deeper acquaintance with the new member In the third stage they are urged to fill 10 life style profiles for which they are being rewarded.



9. Do you have a confirmation of identity procedure? Do you have procedures detect fraudulent respondents at the time of registration with the panel? If so, please describe.

- Members who wish to redeem their points should copy and send us their ID certificate with their ID number and official address. These details cannot be forged.





10. What profile data is kept on panel members? For how many members is this data collected and how often is this data updated?

- Basic socio-demographic details are mandatory for every member Gender, Age groups 12+, Education level, Income level, Immigrants, geographical regions, subscribers of cellular and telephone providers and more.
- Our members fill out 10 life style profiles with more than 200 variables in the following fields: Home and the Family, Internet, Games, Hobbies, Health, Finance and Insurance, Traveling, Transportation, Work and Career, Media consumption Every quarterly all members are motivated to update their personal profiles and are being rewarded for doing so.
- About 60% fill out the 10 life style profiles.





11. What is the size and/or the capacity of the Panel, based on active panel members on A given date? Can you provide an overview of Active panelists by type of source?

- At the moment we have 18,200 registered members. About 60% of them are active. Internet recruits are, generally speaking, more active than the offline recruits.



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Panel & Sample Management



12. Please describe your sampling process including your exclusion procedures if Applicable . Can samples be deployed as Batches/replicates, by time zones geography, etc?

- Once the target group is defined, its-inner structure in The total population is built according to the different data sources. We then run a question throughout our data base and locate the required group according to these criteria. In addition we use our quota mechanism in the questionnaire to get the precise proportions of each of the statistical cells. Sample can be deployed as required. As batches, geographically (etc. (time zones are not relevant to Vietnam))





13. Explain how people are invited to take part in a survey. What does a typical invitation look like? If so, how is this controlled?

- Every member in the survey's list gets an invitation which explains the main topic and what will be the reward.
- The invitation includes a unique link to the questionnaire.
- The link contains unique id number that was produced especially for the specific survey (our system produces unique id's each survey).
- This link can only be entered once and only from the targeted mail address. It cannot be forwarded.





14. Please describe the nature of your incentive system(s). How does this vary by length of interview, respondent characteristics, or other factors you may consider?

- Panel members are being rewarded by accumulating “Focus Suites” (points) once they reach a certain amount they can redeem their point or donate them for charity.
- The amount of points is determined by the length and the complexity of the questionnaire, and also by the nature of the target group.
- In certain cases (certain unique target groups) the incentive could be a product, tickets or a subscription that is relevant to the nature of the target group.





15. How often are individual members contacted for online surveys within a given time period? Do you keep data on panellist participation history and are limits placed on the frequency that members are contacted and asked to participate in a survey?

- Our policy is not to contact a member more than twice a month, however sometimes we have a series of studies (4 or more in the same topic) for sub-panels (e.g. women or youth or subscribers of a certain cellular provider).
- In those cases the participants will know in advance that they are going to be approached in a higher frequency.
- We keep data on panelist participation history and have full control over the creation of the participant's lists.



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Policies and Compliance



16. Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national and local laws with respect to privacy, data protection and children e.g. EU Safe Harbour, and COPPA in the US? What other research industry standards do you comply with e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?

- We comply with Esomar's International code and guidelines and the local laws. Our privacy policy states that all panelists' personal details will never be exposed/ transferred to a third party. Personal details will only serve as screening variables or as an identifier, and will be kept in an absolute confidentiality.





17. What data protection/security measures do you have in place?

- We keep our data base in two separate servers, both for backup as well as within the frame work of routine procedures. SSL (in process). There are only a handful of users that have access to our admin server.





18. Do you apply a quality management system? Please describe it

- We have members' satisfaction surveys twice a year, and a yearly satisfaction survey among our clients. We have our ears open to members' complaints and a dedicated Ombudsman position for that purpose.
- We use the information to constantly improve our work procedures as well as our technology.





19. Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission

- In our panel the minimum age is 18. these panelist enlist by their own free will We have no need to get a permission for that age.



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**Partnerships and Multiple
Panel Membership**



20.

Do you supplement your samples with samples from other providers? How do you select these partners? Is it your policy to notify a client in advance when using a third party provider? Do you de-duplicate sample when using multiple sample providers?

- So far there was no need to use additional sample provider. In case the need for that will arise, we have every intention to notify our client. De- duplicate can be obtained in case of using multiple sample providers.





21. Do you have a policy regarding multi-panel membership? What efforts do you undertake to ensure that survey results are unbiased given that some individuals belong to multiple panels?

- We cannot forbid multi-panel membership. We do use content analysis to locate inattentive respondents and check the responses speed. When locating such a panelist we refrain from sending him/ her any more invitations.

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Data Quality and Validation



22. What are likely survey start rates, drop-out, and participation rates in connection with a provided sample? How are these computed?

- Participation rates: 50-60%. Drop out: 10-12%
These rates will change significantly given different age groups. Teenagers are more likely to be less patients compared to 25-50 years old, etc.
- Our software indicates and keeps all participation rates and keeps full history of all respondent in all the surveys. We have precise data of the percentages that was filled by each of the panelists in each of the surveys.





23. Do you maintain individual level data such as recent participation history, date Of entry, source, etc., on your panellists? Are You able to supply your client with a per job Analysis of such individual level data?

- Yes we have full history, dates hours and minutes of entry and completion of the questionnaire, sources. And yes we can supply our client this history per job.





24. Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If yes, what techniques are used and at what point in the process are they applied?

- Timing the response speed, content analysis, “handwriting” copying, we are constantly working on more advanced methods.
- These techniques are used in the duration of the survey and shortly after data collection was completed.



25. Do you measure respondent satisfaction?

- Yes, twice a year.



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www.focus-suites.com

