



**FieldworkHub**  
INTERNATIONAL



# Introducing FieldworkHub's market research capabilities

EXPERTS IN CONSUMER, B2B, TECHNOLOGY  
AND HEALTHCARE FIELDWORK



# We believe our commitment to client service is what sets FieldworkHub apart from other fieldwork agencies

- We're passionate about what we do and devoted to the needs of our clients – our team is flexible and responsive in meeting all your fieldwork needs
- We're available from early till late and we don't turn our phones off at weekends
- Every project that we do is overseen by a senior manager
- We're resourceful in our approach and we relish a challenge!



# Our clients value our expertise, our flexibility and our dedication to delivering high-quality fieldwork



## EXPERTISE



Account managers who accurately assess project feasibility and provide helpful guidance on research design and execution. All work carried out in accordance with MRS and ICC/ESOMAR codes of conduct and fully compliant with the GDPR

## FLEXIBILITY



Multi-mode recruitment methods used to increase feasibility and response including in-house and third-party panels, social media, direct mail, member lists and in-community networking, with telephone validation of participants

## DEDICATION



Exceptional local teams experienced at meeting challenging deadlines and adjusting to changing requirements. Dedicated in-house project managers to keep you informed and ensure that your study is hassle-free and a complete success

# We advise on research methodologies to yield the best insights



## QUALITATIVE methodologies



# We recruit qualified respondents to deliver robust and insightful research results



# We have the processes in place to achieve consistent and reliable performance in fieldwork



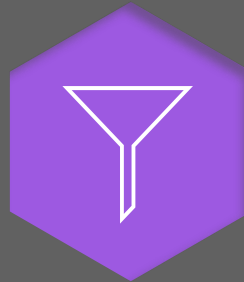
## BRIEF



We review your brief and develop a screener or review your screener on the project kick-off call



## SELECT



We identify promising respondents using online data, supplemented with free-find recruitment involving specialist databases, social media and referrals



## VALIDATE



We phone shortlisted respondents to verify that they meet your target profile



## CONFIRM



We supply a profile of recruited respondents and their screener answers in a spreadsheet for you to review

## BENEFITS OF OUR APPROACH

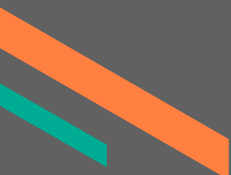
1. Single point of contact with project manager from commission to completion
2. Fast, efficient recruitment with quality control checks and ID verification
3. Daily updates with project status and contingency recommendations
4. Moderation services from highly experienced research professionals
5. Management of translations, transcriptions and note-taking services

# FieldworkHub delivers market research for some of the world's best-known brands



We have a proven track record of assisting some of the world's leading companies and organisations, both private and public sector. Our work has included research for:





# We cover most industries, with particular strengths in technology and healthcare





# Case studies of some recent financial services projects



## Depth interviews with freelancers in Germany about banking



A German challenger bank asked us to help them recruit freelancers and self-employed people in Germany for face-to-face depth interviews at the client's offices in Berlin to help them refine their proposition and marketing.

Over the course of four months we successfully recruited three waves of English- and German-speaking respondents to take part in interviews lasting 30 to 60 minutes.

## Online community with people in the UK who send remittances to Africa and South Asia



A South African payment platform wanted to talk to consumers in the UK who regularly send remittances to Africa and South Asia about the features that they expect and need from cash remittance platforms, as well as any frustrations they might face while using existing platforms.

We used our extensive panel to recruit over 50 well-suited candidates with connections to ten different African and Asian countries and screened in a final 12 participants using an online questionnaire created in house.

As an extra quality check, we made follow-up phone calls to the respondents to establish their fluency in English and discuss their use of online remittance platforms.

We then encouraged the 12 participants to participate actively in the online community which was held over a number of days via WhatsApp.

## Online survey of small business owners in the UK about accounting software



Our client, a leading provider of online accounting software for small businesses and accountants, wanted to conduct an online survey with small business owners to understand what breakpoints triggered small businesses to start using accounting software, and whether these were associated with particular factors such as type of business, time in business, company structure and turnover.

The end goal of the research was to design special features in their software that made solving these breakpoints easy. The client was keen to get the views of respondents in a wide range of different business sectors including professional services, construction, finance and insurance and agriculture.

We helped the client to finalise the survey, programmed and tested it, then ran the survey and delivered the raw data together with a report on the findings. We met the client's requirement to deliver a total of 225 completes in less than a week.



# We have carried out a wide range of other financial services projects



- User experience work on international payments services in the UK, Germany, Poland and China
- User experience work on cryptocurrency trading platforms
- Four rounds of brand tracking online surveys for a stocks and shares trading platform
- Interviews about credit card terminals in Quebec
- Potential for luxury retirement flats that are for rent rather than for sale
- Reasons for not completing online application for life insurance
- Italian launch for global retailer of investment funds



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# Let's start a conversation...



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