



**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

Focus groups

Online bulletin boards



Depth interviews

User experience

App diaries

Co-creations

Ethnographies

Video chats

Face-to-face interviews (CAPI)

Email surveys

Web-based surveys (in-house programming & hosting)



Telephone interviews (CATI)

## QUANTITATIVE 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



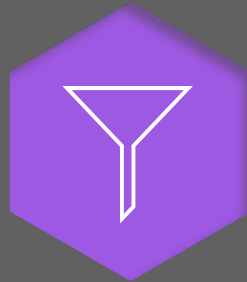
## BRIEF



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

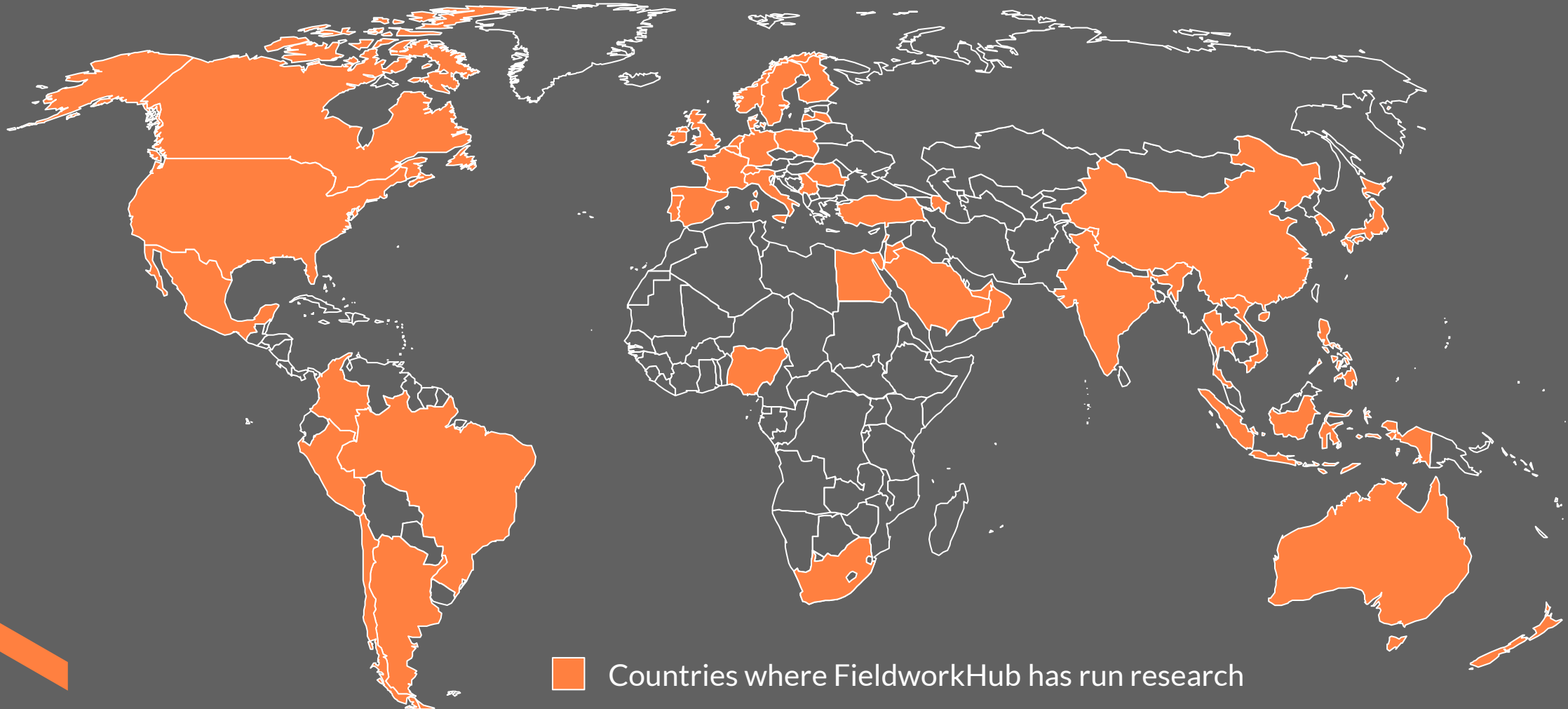
# FieldworkHub delivers market research for some of the world's best-known brands



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 have experience of running research in 50 different markets



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



Automotive



Education & academic research



Energy & utilities



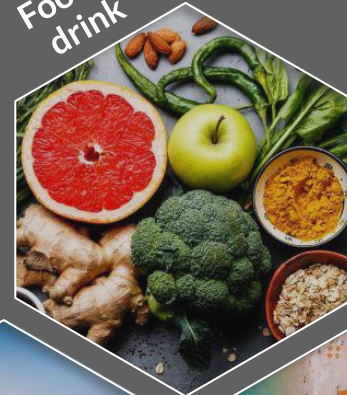
Fashion & style



Financial services



Food & drink



Healthcare



Real estate (Property)



Retail



Technology



Transport & logistics



Travel, tourism & leisure





# A selection of our recent automotive projects



## Face-to-face IDIs in the UK about used car buying and UX testing



An innovation and incubation company had previously launched an online marketplace for quality used cars in Germany, in conjunction with two leading automotive manufacturers.

Having established a successful business model, the company and its partners wanted to expand to the UK. There are a number of important differences between the UK and German markets, in terms of both market structure and consumer behaviour, hence it was important to carry out pre- and post-launch market research.

We supported the UK launch team over an 18-month period by recruiting a mix of over 40 used car buyers, independent dealers and franchised dealers to take part in face-to-face in-depth interviews in our client's central London offices about user car buying and to carry out user experience (UX) testing on prototype versions of the website.

## Tele-depth Interviews (TDIs) with professional paint sprayers in the UK and Ireland



We were asked to recruit a small number of professional paint sprayers and paint finishers working in the automotive and maritime industries in the UK and Ireland for 60-minute tele-depth interviews (TDIs) for a project on paint finishing systems.

The participants needed to be personally involved in painting and paint finishing operations and be responsible for, or influence, the choice of products used in their paint shop. They also needed to be familiar with the end client's brands in this market, even if they were not current users.

We recruited the full quota of respondents in both countries and our client was pleased with the insights that the respondents provided.

## Multimodal research on used car purchasing habits in the UK



A well-established online car dealership wanted to carry out research into car purchasing behaviours.

The research consisted of a quantitative and qualitative phase. For the quantitative aspect of the research, our work involved programming a survey which we then distributed to over 2500 participants who fit our client's quota.

The second phase involved a mix of face-to-face and online interviews with a select number of those who had completed the survey. The choice of mixing the methods of interviews was to ensure that we could deliver on the clients need of completing a certain amount of interviews while taking time and geographical constraints into consideration.

This enabled our client to complete all of the interviews that they had hoped to conduct.



# A selection of our recent projects for education and academic research



## Large-scale recruitment of groups for academic research in London



Imperial College London ([imperial.ac.uk](http://imperial.ac.uk)) and the University of Melbourne ([unimelb.edu.au](http://unimelb.edu.au)) were co-operating on a project to explore how groups of people work together to solve problems.

FieldworkHub was asked to recruit, schedule and manage incentives for 50 groups of seven people over a seven-week period (350 respondents in total) to attend a moderated two-hour session at Imperial's campus in London where they participated in the research by trying to solve a series of problems together.

Each group contained a mix of male and female respondents of varying ages and with varying levels of education.

We recruited successfully for all the groups and the clients were able to complete their research on time.

## Remote user testing (UX) of new UK university application system for students



The University of Cambridge ([cam.ac.uk](http://cam.ac.uk)) had created a new online application system for candidates wishing to study at Cambridge to use in the upcoming academic year.

Our client wanted to conduct a number of 60-minute remote user tests via Zoom, with a sample of prospective undergraduate and postgraduate students who were applying to top universities in the UK.

The user tests involved students trialling the new application and providing feedback on what worked and what needed improving. We contacted, recruited and screened in 14 respondents in less than a week.

To encourage participation and ensure we had no last-minute cancellations, we sent reminder emails and checked in with the respondents by phone.

## Focus groups in the UK about endangered species



The University of Oxford ([ox.ac.uk](http://ox.ac.uk)) and On The Edge Conservation ([ontheedge.org](http://ontheedge.org)) wanted to hold two focus group discussions with members of the public, including those with greater levels of knowledge about endangered species.

The aim of the research was to discuss general environmental issues and the ways in which the media's portrayal of certain endangered species, such as the aye-aye, kakapo and pangolin, had an impact on the feelings evoked when viewing an advert.

FieldworkHub arranged two 90-minute face-to-face focus groups in Oxford. This involved recruiting 16 respondents in less than a week.



# A selection of our recent projects for the energy and utilities sector



## Online bulletin boards about energy consumption in the UK and Germany



Our client needed rapid turnaround recruitment of different types of domestic energy customer in each of the UK and Germany for online bulletin boards on attitudes towards energy use and generating energy at home from renewable sources.

The profiles included people with domestic solar panels or a small-scale wind turbine, high-tech early adopters and value-driven consumers with limited financial resources.

We recruited all of the profiles over a holiday weekend and arranged for them to complete the bulletin board over a two-day period. We also arranged for our client to conduct home ethnographic interviews with some UK and German participants.

## Focus groups about boilers in Birmingham, Manchester, Newcastle and Edinburgh



We arranged two focus groups in each of four UK provincial cities with homeowners who had recently had their domestic central heating boiler replaced, homeowners with older boilers (installed 7-10 years ago), and homeowners who had a service contract to maintain and repair their boiler.

We successfully recruited 12 respondents in each city and liaised with all of the facilities to ensure that the groups ran smoothly.

## Ethnographic research on personal mobility and energy in Dubai and Abu Dhabi



A Middle Eastern corporation wanted to carry out ethnographic research in Dubai and Abu Dhabi on topics relating to personal mobility, lifestyle and convenience, and energy distribution.

Our work involved finding respondents with very particular B2C and B2B profiles including several 'hard-to-reach' groups, such as owners of electric vehicles. The sample needed to include Emiratis as well as ex-pats and high earners as well as those with more modest levels of income.

We recruited around 100 respondents in total for three phases of research, and provided on-the-ground support including transport and interpreters.



# A selection of our recent fashion and style projects



## Discussions with teenage friendship groups about sportswear



A leading US sportswear retailer with a presence in several European markets wanted to hold a series of discussions with small groups of style-conscious teenagers who were familiar with their stores.

A key requirement of the methodology was to find friendship groups, i.e. groups of teenagers who knew each other but were not members of the same family.

We recruited participants in several EU markets to a very tight timeline, including groups of 12-14 year olds and 15-16 year olds in Barcelona, Milan and Paris.

## London and Birmingham street intercepts for shampoo and conditioner sniff tests



A well-known brand of shampoo and conditioner for women wanted to obtain quantitative feedback on some new product fragrances that it was planning to launch in the UK.

FieldworkHub was asked to recruit 200 women via street intercepts in both London and Birmingham (400 women in total).

The participants were asked to sniff two products from freshly opened bottles and one product from a Petri dish, completing a short online survey after each test.

In screening potential participants for the study we were asked to confirm that they had not eaten, smoked or applied perfume in the past hour, were not pregnant, breast-feeding or suffering from a cold or blocked nose, used shampoo and conditioner at least twice a week and did not reject the brand in question.

## Focus groups in the UK for a new shoe brand



Sante + Wade ([santewade.com](http://santewade.com)) is a new shoe brand based in the UK that makes elegant and fashionable shoes for tall women and those with wide feet.

FieldworkHub assisted the company as it was preparing to launch its first range of shoes by recruiting for, and managing, two focus groups with potential customers to better understand their shoe-buying habits and their frustrations with the types of shoes that were previously available to them.



# A selection of our 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.



# A selection of our recent food and drink projects



## Recruitment of breakfast cereal consumers for online qualitative research in the UK



A well-known breakfast and snacks company asked FieldworkHub to assist them with research into repositioning their brand from a fitness to well-being brand. The project methodology required us to satisfy complex interlocking recruitment quotas based on demographic factors, attitudes towards health and well-being, and frequency of consuming breakfast cereal.

There were three stages to the project: the first stage involved an introductory 'get to know you' interview, the second stage which took place the week after, was based around an online bulletin board, and the third stage involved follow-up depth interviews with a subset of respondents.

We recruited 29 respondents in the UK for the introductory interviews and the online bulletin board; and successfully re-contacted 8 respondents for a follow-up interview. The client was extremely pleased with the quality of the respondents that we provided.

## Face-to-face food and drink tasting research in London



Analytical Flavor Systems (AFS) is a US-based predictive analytics company for the consumer packaged goods and food & beverage industries. AFS was carrying out taste tests with large groups in many different countries and due to last-minute schedule changes, FieldworkHub was asked to arrange the groups in London with less than one week's notice.

We recruited 100 taste tasting participants to take part in the first day of testing and helped AFS to select 25 participants from the original group for two more days of testing. We also arranged venues and incentives for all three days and bought in items to be tasted and serving supplies.

## Online interviews about consumption of premium alcohol brands in South Africa



Our client wanted to conduct 30-minute online interviews via Skype with South African consumers who regularly purchased clear spirits (gin/vodka etc) in bars or restaurants to understand their brand preferences and views about standard and premium brands and test out some marketing concepts that they were developing.

In less than three weeks, we recruited and screened over 20 respondents and arranged for our client to speak to all of them.



# A selection of our recent healthcare projects



## Tele-depth interviews with UK oncologists, haematologists, nurses and pharmacists



A leading global strategy consultancy wanted to carry out in-depth telephone interviews with oncologists and oncology nurses who had experience of working with prostate cancer, haematologists and haematology nurses who had experience of working with myeloma, and NHS hospital pharmacists.

We recruited over 30 healthcare professionals for this study.

## UK user testing of infusion pumps in hospital and home settings



A well-established healthcare company had created a new infusion pump used for blood transfusions in a hospital and home care setting. The pumps had already undergone extensive in-house trials but the company wanted to test out the user experience with a sample of key worker nurses and caregivers.

On this project we provided end-to-end delivery of the fieldwork. This involved the recruitment of around 40 professionally registered nurses and carers, and booking our partner facility for the period of fielding.

Our work helped give the company the confidence that they needed to continue with the development of the infusion guard pumps for commercial use.

## Recruitment of surgeons for online qualitative research in the UK, France, Germany and Italy



Our client was working with a manufacturer of specialist adhesion barriers used in surgery to help them develop a new concept. FieldworkHub assisted with the recruitment of 60 surgeons across the UK, Italy, France and Germany.

We recruited respondents across three specialities: orthopedic joint surgeons, orthopedic spine/neuro-spine surgeons and hand and wrist surgeons. The project required us to satisfy strict recruitment quotas based on how often each respondent used adhesion barriers during their procedures.

Respondents participated in a three-day online bulletin board and the client was very pleased with the quality of the respondents that we provided.



# A selection of our recent real estate (property) projects



## Focus groups with home renters in South West London



FieldworkHub arranged two focus groups with people who lived in a particular district of South West London and rented their home from a private landlord.

One group comprised residents aged 25-39 and the other group comprised residents aged 40-55.

We successfully recruited a mix of male and female respondents with varying incomes and rent levels who had lived in the area for varying amounts of time

## In-depth interviews about co-working spaces with decision makers and employees in the UK



A well-known provider of co-working office spaces in the UK wanted to carry out a number of 60-minute on-line interviews with managers who make decisions about office space on behalf of their employers and employees who have a say in the type of office accommodation that their employer uses.

During screening we checked that the interviewees were potential customers for co-working spaces by validating that they were willing in principle to move offices when their current lease expires and that they did not have any special requirements that could not be fulfilled by a typical co-working space.

We successfully recruited 15 people to take part interviews at times that were convenient for our client.

## Tele-depth interviews with London estate agents



A European digital innovation agency was researching online residential property agents and property search websites and wanted to speak to a number of traditional branch-based estate agents to understand how these services are forcing them to adapt their business models.

They were particularly keen to speak to the employees of the larger chains of estate agents in London as they felt that these were likely to have seen the greatest impact.

We arranged nine 60-minute telephone interviews with estate agents at short notice, including two interviews with branch managers. These provided extremely useful insights to our client.



# A selection of our recent retail projects



## UK brand positioning research amongst mobile SIM and top-up retailers



A management consultancy that was working for an investment fund wanted to talk to shopkeepers in London who sell SIMs and top-ups for a mobile virtual network operator that focuses on the international calling market. Originally the plan was to ask the retailers to complete an online survey but feasibility testing by FieldworkHub established that they were poorly represented in online panels so we switched to face-to-face interviews with owners and managers. We also arranged two focus groups so our client could obtain more in-depth qualitative views on the brand's positioning relative to other mobile operators.

## Customer videos on home fragrance products



A well-known FMCG company was carrying out research on air fresheners and home fragrance products. We recruited over 160 UK purchasers of these products to make a 5-minute smartphone video in their usual supermarket (with quotas on different supermarkets), describing how they select these products and what they noticed about the in-store displays. We managed the entire process, including quality control on the videos, and also arranged for 25% of the participants to make a follow-up video at home giving their opinion about the home fragrance product that they had purchased.

## Multimodal research on purchasing habits in UK petrol stations



A well-established fuel retailer wanted to carry out 30-minute interviews which consisted of an initial eye-tracking activity and a follow up interview. Our work involved recruiting particular B2C profiles to take part in research into purchasing habits in petrol stations. Respondents had to live within a certain distance of the stations where research had been scheduled and meet particular screening criteria set by the client. The main focus of the research was on how customers were drawn to particular product categories and various advertising spaces once they entered a petrol station. We recruited and screened in over 40 participants and arranged for the client to speak to them all.



# A selection of our recent technology projects



## Multi-country research on virtual reality (VR) headsets in UK, France and Germany



We were asked to recruit respondents in the UK and 30 in each of France and Germany to provide feedback on VR headsets made by a leading brand.

The manufacturer wanted their views on both the products themselves and the way in which they were promoted through point-of-sale displays. Respondents needed to be existing owners of a VR headset or intending to purchase one in the next 90 days and all needed to be willing to travel to one of the stores designated by the client to view the point-of-sale material and take photos and videos while in store.

We successfully recruited 70 respondents and provided encouragement for them to make the store visits and complete the in-store activities, thus exceeding the client's target of 50 completes.

## Focus groups on technology policy in Buenos Aires, Mexico City, São Paulo, New Delhi, Seoul & Sydney



A global technology company wanted to obtain the views of informed members of the public and people with a professional interest in a public policy topic relating to their sector.

We were asked to help our client to conduct the research in three Latin American countries (Argentina, Brazil and Mexico) and three countries in the Asia Pacific region (Australia, India and South Korea).

In each country we organised two face-to-face focus groups in a viewing facility with opinion elites and four depth interviews with informed administrators and professionals - recruiting over 150 respondents in total.

In addition to the recruitment, we handled all of the viewing facility bookings, arranged moderators and simultaneous interpreters for the non English-speaking markets and provided transcripts of each session.

## Online focus group with decision makers for service management software in the UK



A leading software-as-a-service (SaaS) company asked FieldworkHub to arrange an online focus group with decision makers involved in the selection of service management software in medium to large enterprises.

The client wanted to speak exclusively to people who were already using their software but since they did not have a ready-made list of customers to approach, we were asked to free-find suitable participants.

We recruited participants at manager to VP level from companies employing 500+ staff in a range of different sectors to take part in the group and provide inputs to assist the client with their product development roadmap.



# A selection of our recent transport and logistics projects



## Face-to-face in-depth interviews with Turkish shippers and logistics companies



A major energy company wanted to find out if an innovative logistics proposition was likely to be successful in Turkey.

We recruited 16 representatives in Istanbul and Ankara from companies that ship goods and transport firms that carry goods in Turkey for in-depth interviews and supplied local management services to ensure that the interviews could be completed in a three-day period immediately before a major national holiday.

## Online bulletin boards on commuting and leisure travel



A large German public transport operator wanted to conduct research to understand how urban travellers in Berlin, Munich, Stuttgart and the Ruhr area who use public transport and shared mobility options (such as taxi and ride sharing) in their day-to-day lives.

The aim was to learn about the way respondents use public and private modes of transport for commuting and leisure travel and to understand most important factors for people travelling to different destinations.

The project methodology required us to satisfy complex recruitment quotas based on where respondents lived, what modes of transport they used and other personal factors (such as disabilities and adults accompanying children on journeys).

We recruited 40 respondents for each of the two study phases. We then helped to guide the participants through the study which involved the use of an online video diary app.

## Ethnographic research on personal mobility and energy in Dubai and Abu Dhabi



A Middle Eastern corporation wanted to carry out ethnographic research in Dubai and Abu Dhabi on topics relating to personal mobility, lifestyle and convenience, and energy distribution.

Our work involved finding respondents with very particular B2C and B2B profiles including several 'hard-to-reach' groups, such as owners of electric vehicles. The sample needed to include Emiratis as well as ex-pats and high earners as well as those with more modest levels of income.

We recruited around 100 respondents in total for three phases of research, and provided on-the-ground support including transport and interpreters.



# A selection of our recent travel, tourism and recreation projects



## Telephone interviews with owners of self-contained holiday properties in the UK



Our client wanted to conduct telephone interviews lasting 15-30 minutes with UK-based self-contained holiday home owners who had advertised them for rent on various online platforms such as Airbnb, Sykes Cottages and Cottage Stay UK.

The aim of the research was to understand preferences and dissatisfaction with existing platforms, and gain a general insight into the holiday home rental industry.

We initially began by recruiting from our panel, and then turned to a free find approach when the criteria for interviewees changed during the course of the research.

We successfully recruited 17 respondents in this niche market and our research was an input to a decision by two leading brands to buy out a major holiday home rental platform.

## UK user testing of online platform for business travel visas



A digital innovation agency had developed a new platform to simplify the process of applying for business travel visas. The new platform had already undergone extensive in-house trials but the agency wanted to test out the user experience from end to end with a sample of real visa applicants.

FieldworkHub recruited UK passport holders who wanted to apply for a business visa in the next two weeks and arranged for them to submit their application through the platform.

We needed to establish a high degree of trust since some of the respondents were required to submit their passports to complete the application process. We also arranged for each respondent to fill in a short feedback survey about the application process.

Our work helped give the agency the confidence that they needed to launch the platform as a fully commercial service.

## Online survey about brand awareness and perceptions of travel insurance



We designed, programmed and managed a survey to assist a UK-based online provider of travel insurance products find out widely recognised their brand name was, what attributes they associated with the brand and what factors were important to respondents when selecting travel insurance.

We arranged for the survey to be completed by a nationally representative sample of 500 UK residents who had taken at least one foreign holiday in the last 12 months.

Once the fieldwork was completed, we delivered a comprehensive report on the findings.



**FieldworkHub**  
INTERNATIONAL



# Let's start a conversation...



Caroline Bates



+44 7775 932509



caroline.bates@fieldworkhub.com



www.fieldworkhub.com



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