

FIELDWORK EXPERTISE FOR Q4

Successful fieldwork is challenging! Whether small targeted qualitative engagements or large-scale quantitative efforts, it takes a true partnering relationship to ensure marketing research studies are efficiently initiated and seamlessly fielded, resulting in accurate data delivered on time and on budget.

Fortunately, there are some best practices that both fielding partners and clients can adhere to--before, during, and after fielding--that can help avoid pitfalls and ensure success.

TOP 10 TIPS TO ENSURE FIELDWORK SUCCESS

Partner

Client

	Partner	Client
BEFORE	Assign a single point of contact.	Provide complete specifications to ensure accurate cost and feasibility.
	Provide on-boarding document to align operational practices.	Finalize all project parameters before fielding.
	Formally "hand off" project internally to the project team.	Provide final documents with all necessary logic defined.
	Conduct kick-off call to set strategy and expectations.	Participate in kick-off call, share as much information as possible.
DURING	Identify potential challenges and suggest workarounds.	Be available to make quick decisions should challenges arise.
	Deliver interim data in final format to jump start analysis.	Review interim data, provide necessary revisions to file format.
	Provide daily fielding updates and touch points.	Be open to changes in scope, if necessitated by findings post-launch.
AFTER	Deliver clean, validated data.	Review final deliverables to ensure all project expectations have been met.
	Follow up to ensure all project objectives have been met.	Send a confirmation when the project is completed.
	Debrief team to identify key takeaways for future fieldwork.	Provide specific feedback on project experience so the fielding partner can continue to improve.

If your fielding partner isn't both delivering on and advocating for the above, contact Olson Research to ensure your fieldwork success.



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