Ensuring Fieldwork Success

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.

Before Fielding

CLIENTS

- Provide complete specifications to ensure accurate cost and feasibility.
- Finalize all project parameters before fielding.
- Provide final documents with all necessary logic defined.
- Participate in kick-off call, sharing as much information as possible.

FIELDWORK PARTNERS

- Assign a single point of contact.
- Provide on-boarding document to align operational practices.
- Formally "hand off" project internally to the project team.
- Conduct kick-off call to set strategy and expectations.

During Fielding

CLIENTS

- Be available to make quick decisions should challenges arise.
- Review interim data and provide any necessary revisions to file format.
- Be open to changes in scope, if necessitated by findings post-launch.

FIELDWORK PARTNERS

- Identify potential challenges and suggest workarounds.
- Deliver interim data in final format to jump start analysis.
- Provide daily fielding updates and touch points.

After Fielding

CLIENTS

- Review final deliverables to ensure all project expectations have been met.
- Send a confirmation when the project is completed.
- Provide specific feedback on project experience so the fielding partner can continue to improve.

FIELDWORK PARTNERS

- Deliver clean, validated data.
- Follow up to ensure all project objectives have been met.
- Debrief team to identify key takeaways for future fieldwork.

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