

ONLINE CASE STUDY

Finance Industry

Australia

STUDY BRIEF

This study is about consumer awareness and behavior on Financial Products and Credit Ratings in Australia.

RESEARCH OBJECTIVE

This research aims to understand if consumers are aware of their credit ratings to acquire the right financial product/s that they can own or already owned.



SIZE

100



TIMELINE

6 - hours



METHODOLOGY

Online Sampling



TARGET RESPONDENT

General Population

BUSINESS OBJECTIVE

The business objective was to do scripting of the questionnaire on Survey Monkey and provide a Tabulation export file in Excel.

OPERATIONAL CHALLENGES

The scripting requirement was very urgent and there was a gap in the time zone.

Client was in a hurry to get this done within short span of time.

Client & End client both were included in all communications, so for every action we took, project was carefully taken cared of that we got a positive note from both clients.

APPROACH

With no time to waste, the team started scripting and given a log file for the questions which were incorrect type mentioned or missing in Qre.

Our experts recommended the type of questions to client which were approved and helped in processing and finalizing the link quickly.

Every small changes on link were rectified within minutes. This helped client to start FW quickly.

Monitored and provided a Reportal Link to client on FW progress.

As there was a gap between client and End client communication, we provided each update on sampling numbers like quota fill, remaining numbers , adjusting of quota in tool which helped GS / Client / End Client on same page.

This helped us in getting more business opportunities and end client approached us for last required samples. So we deployed the samples at our end and achieved all within the given timeline.

EXECUTIVE SUMMARY

It was a good experience where we communicated with End client and provided all information which helped them in executing the project smoothly. With this, we generated more business with our effortless and tremendous support.

Services Offered

Scripting

Sampling



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