

ONLINE CASE STUDY

Education & IT Industry

Network Security

Education: US, China, Korea, Japan,
Malaysia, Germany

IT: US, China, Canada, Korea, Japan,
Germany, France, Israel, Australia & UK

STUDY BRIEF

For Education

The survey was focused on Education sector. It demanded students and academic staff from a given list of universities and compulsorily from electrical engineering background. The estimated time to complete the survey was 3 minutes. It was device agnostic. There was an equal split between students and academic staff i.e 50% - 50%

For IT

The survey was focused on IT professionals. The survey required them to be involved in the use, application and purchase of IT networking security solutions or IT network test solution or IT network visibility solution. The estimated time to complete the survey was 3 minutes. It was device agnostic.

RESEARCH OBJECTIVE



SIZE

Education 1050
IT 1050



TIMELINE

15 days



METHODOLOGY

Online Sampling



TARGET RESPONDENT

Students & Faculties
IT

- The study was regarding students, academic staff and IT professional, so the team aimed on delivering samples from the mentioned sector.
- We had set quota's at our end to avoid wastage of samples and to curb achieving more than required.
- The project was given prime importance and we made sure the project was running successfully and as per planned.
- We took timely updates from client to be clear on what is needed and to know if any quota has been achieved.

BUSINESS OBJECTIVE

- The business objective was to deliver the samples required by the client on or before the deadline.
- It also aimed at delivering all the samples at a profit.
- There were two Associate Project Managers (APM) responsible to handle the project and deliver quality samples.
- APM were also responsible to provide satisfactory client service.

OPERATIONAL CHALLENGES

We did not get timely update form client.

The client did not provide clear information market wise, which made it difficult for us to set quota. Also, we were unclear as to how much more completes are required to achieve the target.

The Education survey only allowed respondents who satisfied the criteria from Electrical Engineering background which was not targetable at our end.

APPROACH

We had to chase client for the daily update.

As we were facing difficulties to fill up the Education segment, we reached out to external vendors.

We increased the incentives to attract more respondents and boost the chances of conversion.

EXECUTIVE SUMMARY

It was a great learning experience. Our Project Lead, Pankaj Patil helped us throughout the -process and with his guidance we were able to complete the project successfully before the deadline. It was a pleasure working for a new client and also we look forward to be of assistance in upcoming challenging projects in near future.

Services Offered

Data Collection

Data Processing

Survey Programming



USA | EUROPE | INDIA

www.globalsurvey.gs

**WE GET ALL YOUR WORK DONE.
ON TIME. ALL THE TIME.**

4700 Millenia Boulevard Suite 175 PMB 94397, Orlando, FL 32839, USA



+91 740322 0322



sales@globalsurvey.gs