

Value.

Quality.

Speed.

The automation trifecta.

Cint
zappi

#AcceleratingInsights



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A hand is holding a clear glass pyramid against a warm, orange-hued background. The pyramid is the central focus, with its apex pointing upwards. The word 'Quality' is written in red at the top, 'Cost' at the bottom left, and 'Time' at the bottom right. The pyramid's surface shows some internal texture and reflections.

Quality

Cost

Time



Quality

X%

Cost

Time



First ask yourself...

**Do we have
the right
tech-stack?**

**Are we adopting
the right approach
to improve the
process**

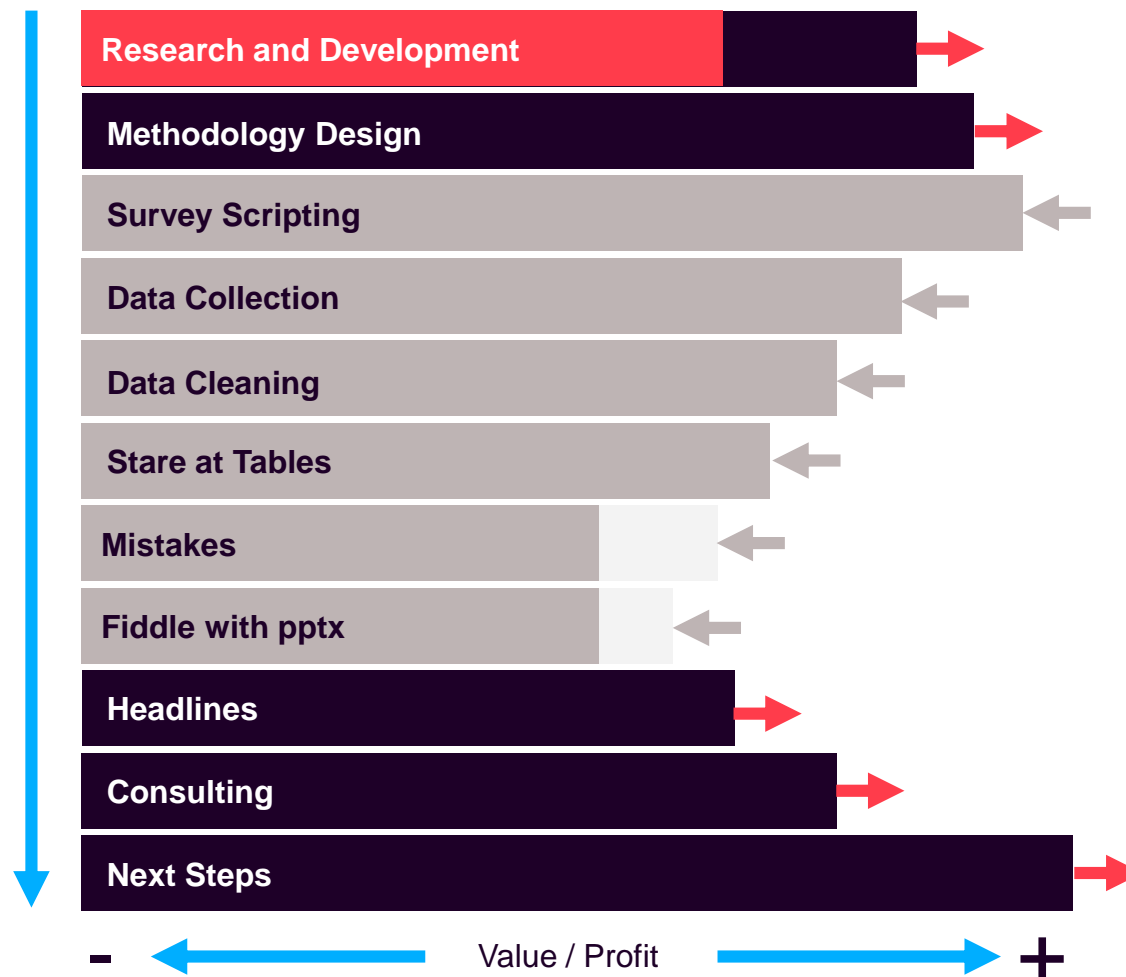
**Do we have the
right team to
make the most of it**



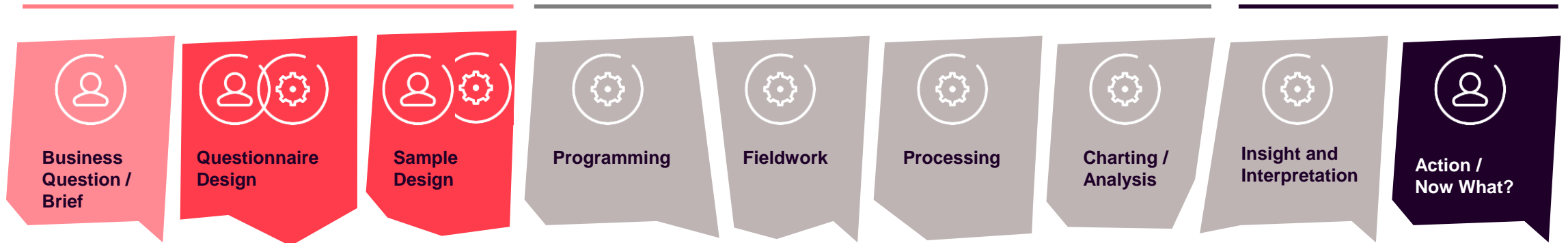
40%

of primary research budgets go to manual, low value, process work.

End-to-end Research Process

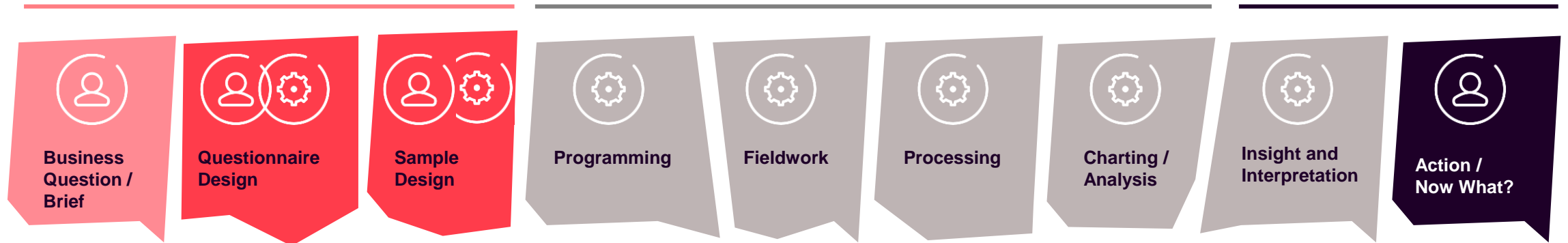


Research process



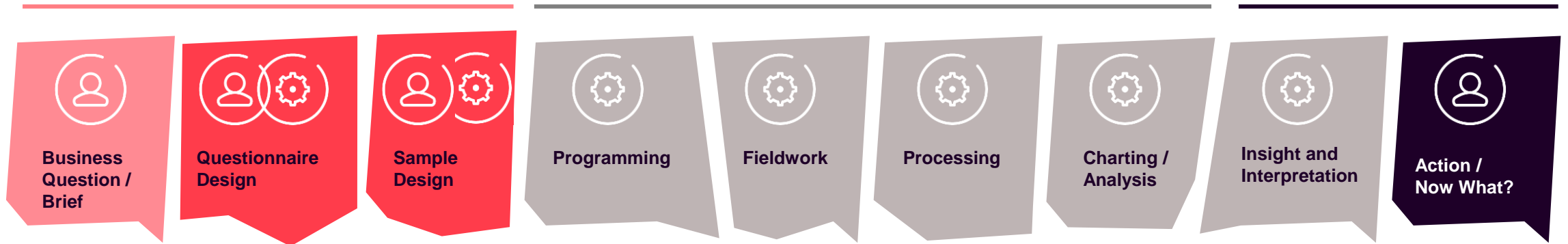
Translate the business question into research

Research process



**Know-how and the right tech stack
execute the research**

Research process



**Translate the research
into action and impact**

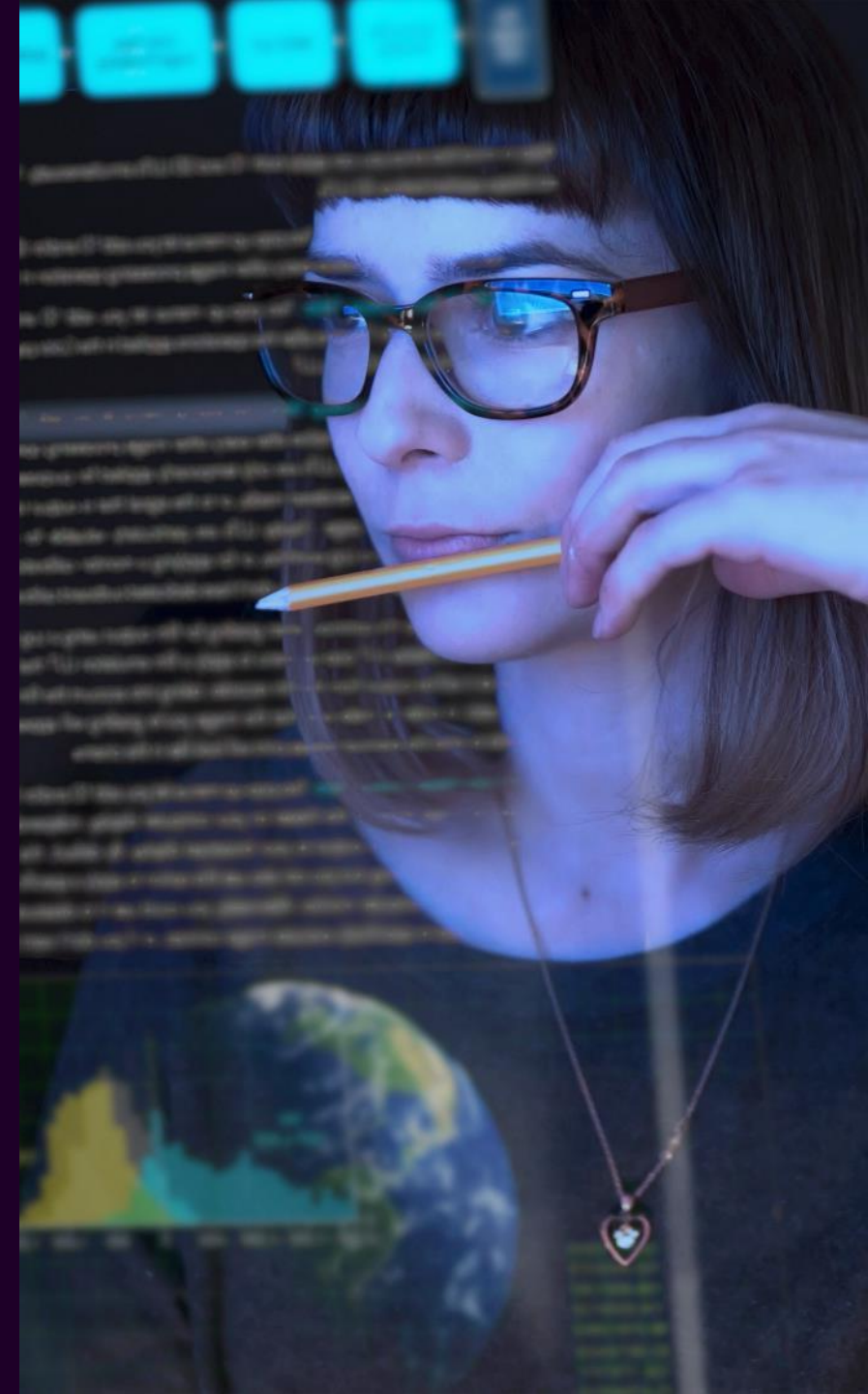
Use automation to do more

What should a researcher do?

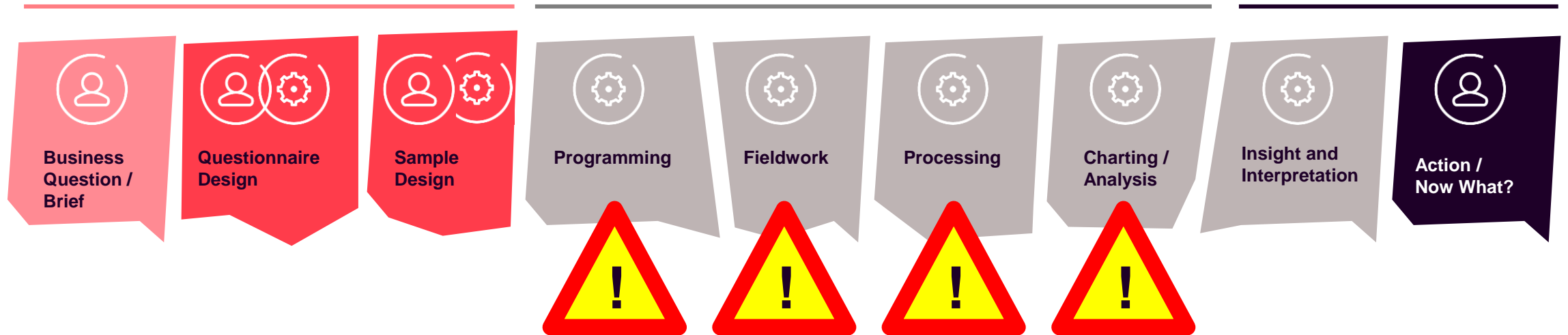
- Don't focus on being productive
- Focus instead on being creative

This means:

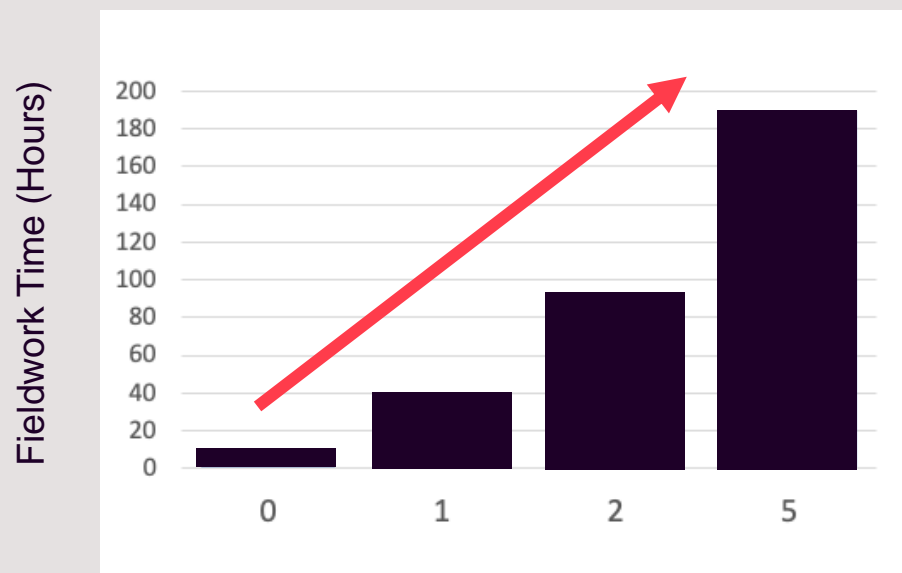
- Looking for the "so what" instead of just the "what"
- Testing frequently and releasing value iteratively
- Overlaying data from multiple sources
- Being systematic about market research, not reactive



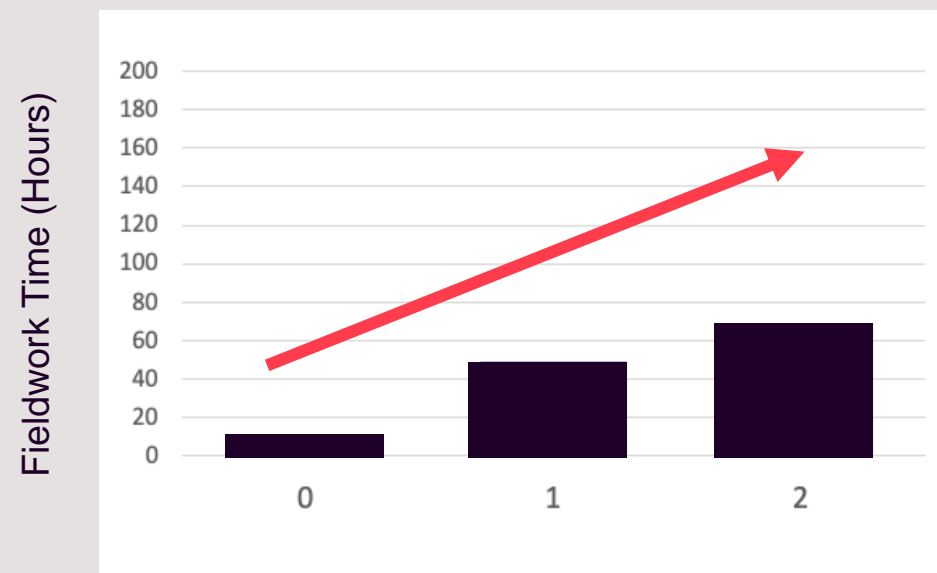
Automation failure



Effect of halts on fieldwork time

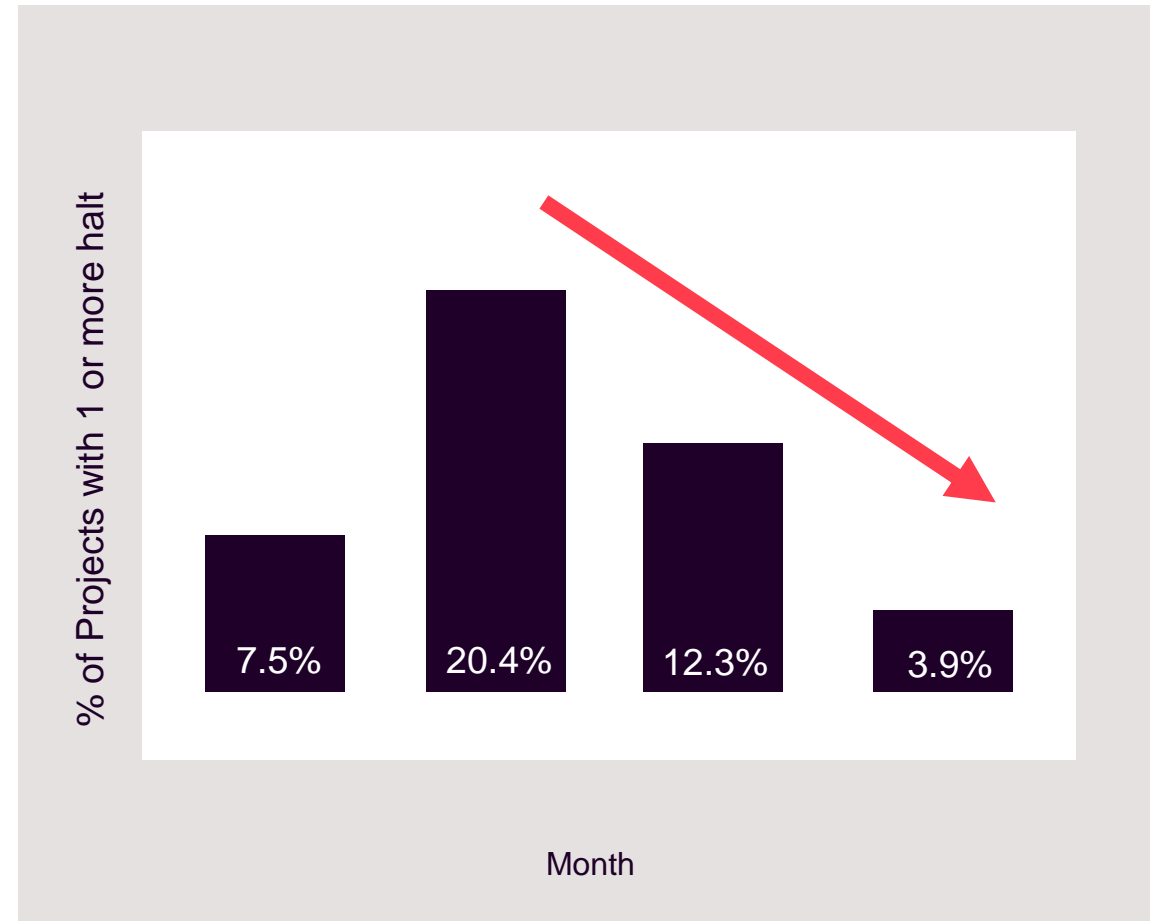
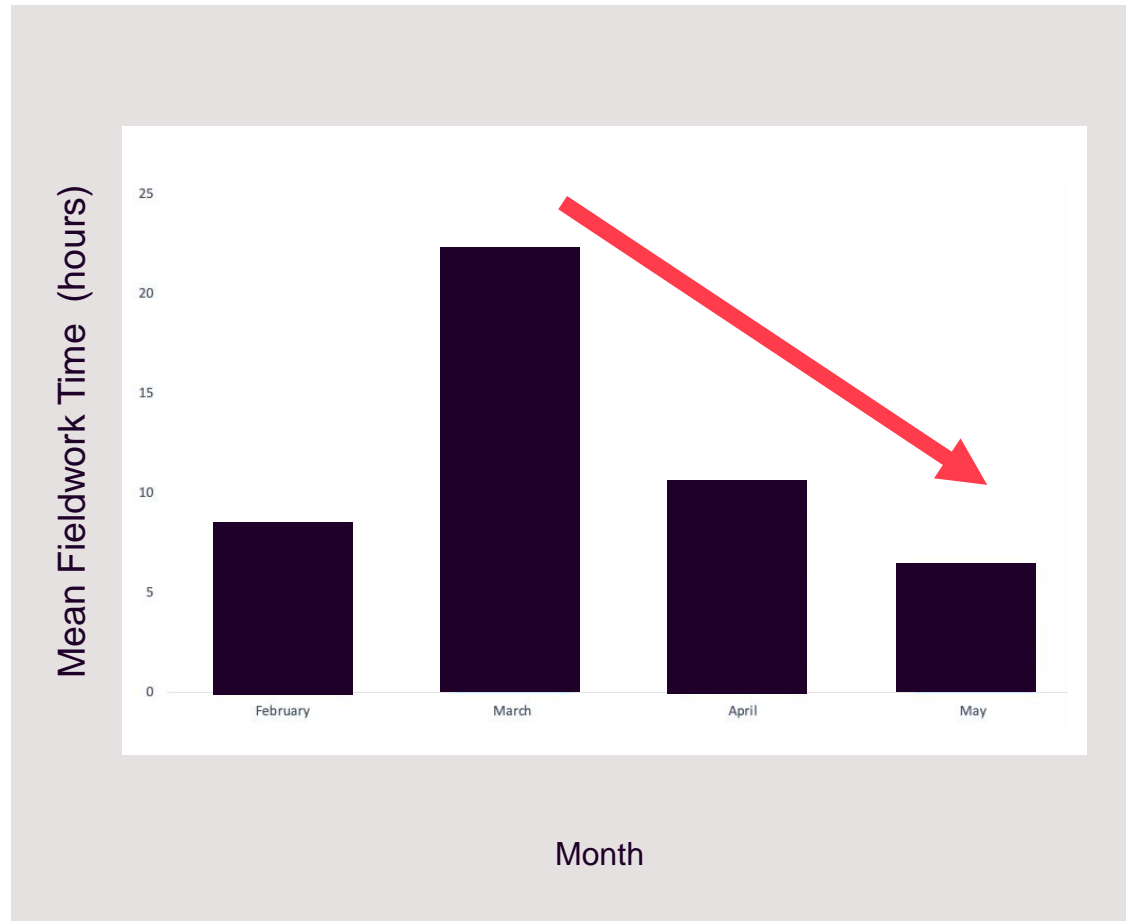


Repricing halt events per Project



Quality halt events per Project

Driving down fieldwork halts



zappi

Zappi Client, 2019

Trust in faster than light research

Cint on quality

- Respondent level scores
- Panel blend consistency
- Transparency of panellist source
- Proprietary quality checks – browser fingerprint, geo-IP, speed catch
- Third Party software: Imperium, MinFraud
- Global compliance platform

zappi on quality

- Keeping surveys short and respondents engaged
- Consistent audiences with consistent quotas, delivering better longitudinal data
- Flexibility to customise audiences without impacting consistent norms
- Recommended exclusion rules
- Speeder analysis
- Quality of open end response, including nonsensical and repeat verbatims in all languages
- Quality referral with Cint

So, what's next?

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What we're
working on
together next...

- Access to specific suppliers via the Cint private marketplace
- Expanded feasibility in emerging markets



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