

## International approach =

# **Centralized Management + Quality**

An approach that ensures consistency across territories, and allows us to formulate an overview of the findings from a central perspective



### **Future Thinking Responsibilities:**

A relationship with ONE supplier = Local Iris Member



### Local Iris Member is responsible for the deliverables

Local research agencies:

Recruitment + Moderation + Translations

#### Local Iris Member:

Attend and watch all groups + briefinas + analyse the findinas

#### Local Iris Member: Deliverables to

clients

### What we can provide:

#### 1. Cost efficiency:

- We are not tied-down to any one supplier
- Alternatively we can work with your preferred supplier in the local market

#### 2. Quality:

We are in close contact / communication with partner agencies at all stages of the international research process in order to monitor quality control

#### 3. Centralized Control:

- We write all screeners and discussion guides and supervise translation into local languages
- We see all respondent lists and approve these before fieldwork takes place
- We conduct a thorough briefing with the moderator(s) prior to the research, and discuss the findings after fieldwork takes place
- We have all sessions translated, so that findings can be analysed and fed into the debrief



# How we work with local partners

Example of Qualitative project Provision of a full report and transcripts in English including verbatims, all image downloads and time-coded video footage with translations for key time-codes Upload guide Moderation of local Online platform Create task / to platform market community / training for local discussion focus groups markets guide Provision of Set up central essential specific online moderator Local Iris platform prompts Member Review all Translate Write recruitment Provide vox pops market reports including time codes task/discussion guide questionnaire & video codes. & translations into local language Attend & brief local agencies face to face / view all local market focus groups Adapt discussion guide based on any specific insights / outputs from local market community - seek sign off

# Outputs: Making actionable recommendations

We deliver high quality visual outputs to match the project objectives using our story telling approach



### What you will get

1 Synthesis Report comparing and analysing all the countries



Focus on commonalities and highlight differences



1 Full Report per country

<sup>\*</sup>Charts for illustrative purposes only – dummy data