

BRIEF

- Topic:
 - This project involves the recruitment of consumers to join a media monitoring panel in Saudi Arabia, which involves installing a media meter in the household.
- Industry:
 - Media.
- Supply chain sector:
 - B2C.
- Target audience:
 - Key decision maker of the household. This need not be the main wage earner.
 - Belonging to a marketable population. Foreign adults who do not have a decision on the place of living and product of purchase are excluded.
 - Any adult of either gender in any age group (random).
 - Living in private households. Individuals residing in hospitals, sanatoria, disabled homes, nursing homes, dormitories, youth hostels, hotels, university accommodation, labour camps, industrial sites and prisons are excluded.
- Research locations:
 - Saudi Arabia.
 - Target audience confined to 37 major cities in KSA.
- Research type:
 - B2C quantitative primary survey.
- Research methodology:
 - CATI: random calls (RDD) from a list of mobile (85%) and landline (15%) numbers that the client provides.
 - The survey uses a VoIP system with auto-dialling. This means numbers are dialled automatically and - when answered - the call is automatically relayed to an available interviewer. In other words, interviewers do not need to find or dial numbers. They just need to wait to take relayed outgoing calls when their status is set to "available".
 - The system is online and interviewers operate from a web-browser. No need to install any software.
 - Interviewers work remotely (e.g., from their home) with an internet speed ideally over 30 Mbps. **They may reside anywhere within or outside of your country**, as long as interviewers are bi-lingual in English and Arabic.
 - Call recipients will view a Saudi telephone number as the caller ID. Respondents calling back on that number will be relayed to any available interviewer at the time.
 - Interviewing will be between 09:00 - 18:00 hours every day with shifts of ideally 6 hours per day per interviewer. We will agree on a schedule of shifts depending on the availability of the interviewers. Shift durations may be longer or shorter than 6 hours within the constraint of an (initial) team size of 25 interviewers (8 for the pilot).
 - Interviewers must work from a PC (no tablet or smartphone) using a headset. The workplace must be quiet with no background noise and no disturbances.
 - When not on a call, interviewers must be on standby to take calls relayed to them via the auto-dialler.
 - All calls are automatically recorded with no opt-out. Respondents will be notified that the call may be recorded for quality assurance purposes.
 - The system also includes random monitoring, when QA agents listen in on the conversation.
 - The system analyses call performance in detail, including attendance, number of calls handled, average duration, etc.
 - The questionnaire will be online and is available in Arabic and English.
 - Respondents receive an incentive to participate in the panel. Assume the rate per completed questionnaire to be competitive.
 - Recruiters need to follow up with respondents who have agreed to participate to arrange installation of the media meter device.
 - Interviewers can reveal the identity of the principal client (global market research agency).
- Pilot:
 - Prior to launching the project in full, the client wishes to arrange a pilot.
 - The pilot deploys a smaller team of 8 interviewers for around one month.
 - Otherwise the scope for the pilot is the same as for the fully fledged fieldwork thereafter.
- Interviewers:
 - Must be bi-lingual with fluency in Arabic and English.
 - Can reside anywhere, but preferably in one region in view of time zones.
 - Interviewers will be screened on their language and interviewer competency.
 - Interviewers will receive a briefing and training on the VoIP system and how to administer the questionnaire.

Key survey parameter for quotation:

<u>Main Survey</u>	Daily Average	Per Month	Per Year	%
Auto-dialled	4,000	122,000	1,460,000	100.0%
Not answered	3,222	98,271	1,176,030	80.6%
Screened out (LoI =< 2 mins)	438	13,359	159,870	11.0%
Screening passes, declined joining (LoI = 2 mins)	321	9,791	117,165	8.0%
Full interview declined joining (LoI = 15 mins)	6	183	2,190	0.2%
Full interview and recruited (LoI = 15 minutes)	13	397	4,745	0.3%
Follow up contacts with recruited respondents (up to 5 contacts by email, WhatsApp, SMS or calling).	13	397	4,745	0.3%

<u>Pilot</u>	Daily Average	Pilot Duration
Auto-dialled	2,961	92,397
Not answered	2,385	74,426
Screened out (LoI =< 2 mins)	324	10,117
Screening passes, declined joining (LoI = 2 mins)	238	7,415
Full interview declined joining (LoI = 15 mins)	4	139
Full interview and recruited (LoI = 15 minutes)	10	300
Follow up contacts with recruited respondents (up to 5 contacts by email, WhatsApp, SMS or calling).	10	300

- Expected number of days' fieldwork for the pilot 31.2

- Please note that WRA will provide the VoIP system and pay for the telephone calls.

Expected deliverables:

- Service only. No tactile outputs.

Project timeline:

- Starts in Q4 2024/Q1 2025.
- This is a continuous survey with no specified completion deadline at this time.

Client:

- Global market research agency.
- Regular WRA client.

- Nature of RFQ: • Pitch.
- Quotation currency: • US Dollars.

TASKS

Responsibilities	WRA/ Client	Survey Partner
Development of recruitment questionnaire	✓	
Project instructions in English	✓	
Translation of questionnaire into Arabic	✓	
Programming and hosting questionnaire	✓	
VoIP calling system	✓	
Cost of telephone calls	✓	
Mobilisation of field team		✓
Development of interviewers' shift schedule	✓	✓
Fieldwork		✓
Quality control	✓	✓
Call standard and productivity analysis	✓	
Field management (specifically ensuring interviewers honour shift commitments)		✓