



Veridata Insights Case Study

Delivering Multi-Country & Multi-Language Insights



Client:

A Strategic Market Research Firm



Objectives:

Delivering qualitative multi-language insights from multiple countries on IT decision makers that are Chromebook users



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Details:

A client was in need of assistance for a project spanning multiple countries, involving multiple languages, and involving hard to reach B2B and consumer audiences. They needed to obtain insights on IT decision makers that were Chromebook users within Germany, Japan, the US, and the UK.



Service:

Recruiting hard to reach audiences is a talent Veridata Insights have become renowned for. We utilized our proprietary and validated panel, as well as using our verified global partners to recruit IT decision makers from Europe, North America, and Japan.

When it came to providing moderations, translations, localizations, and transcriptions, we called upon our local partner translation teams to ensure language accuracy with multiple QA checks.

With Veridata Insights being a global company, we coordinated with our international linguists to provide around-the-clock service.



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Results:

Veridata Insights successfully delivered the global multi-language insights the client needed. Some deliverables of the project included:

- Global recruitment: Germany, Japan, UK, and US
- Multiple stakeholders (B2B + Consumers) recruitment: Decision makers within IT + Consumers across a specific age group
- Moderation in English, German, and Japanese
- Simultaneous Translation for Germany & Japan
- Platform Management for multifaceted focus groups
- Manual Transcription
- Translation of various documents
- Global incentive management in Germany, Japan, UK, and US

Veridata Insights' Qualitative Research Services

For the Veridata Qualitative Division, the majority of our projects utilize custom recruits which require a deep understanding of the target profile and actively researching locations where these participants organically engage.

Through providing smooth execution, quick and accurate placement, and proactive interaction, we deliver extraordinary recruits, excellent show rates, and exceptional client service.

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