Veridata Insights

Case Study

Survey Programming & Consultation For A Medical Company
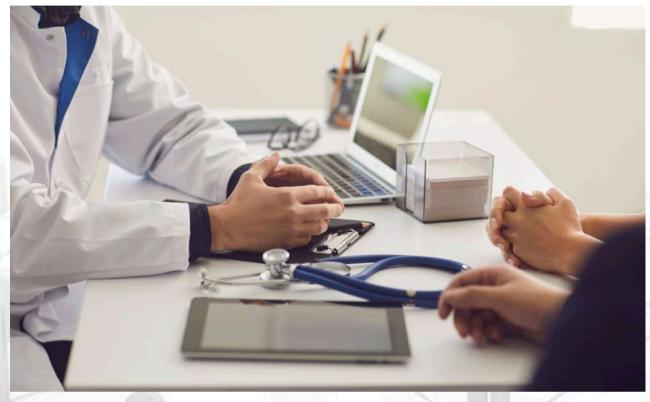
Client:

A Company Serving the Medical Sector

Objectives:

To gain actionable insights for a very specific healthcare audience

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Details:

A client came to Veridata Insights in a panic. They were running behind on an important medical project and needed help urgently. This project would involve qualitative and quantitative audience subgroups, for which they requested Veridata's consulting services and survey programming expertise.

Service:

The Veridata Insights team is highly skilled in programming everything from quick polls to large, multi-country projects. We're platform agnostic and can program surveys on any platform of our client's choosing.

For the client, we firstly provided suggestions on questionnaire design to maximize engagement with authentic and unbiased responses, advising on the right quality assurance checks, balances, and security measures to minimize undesired survey taking behavior.

After the survey review, the Veridata Insights team reviewed the finalized questionnaire before programming, and an internal quality assurance check was performed to ensure the correct logic, customization, and visual aesthetics were in place.

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Results:

To the client's delight, Veridata Insights enabled them to complete their qualitative and quantitative research, fulfilling their objectives, and delivering the actionable insights they needed.

The client was enabled to effectively create a strategy based on these insights so to better address their audience's needs.

Data You Trust. Service You Need.

From quick, quantitative surveys to complex, qualitative audiences, our clients come to Veridata insights for peace of mind, knowing their research needs will be creatively developed and well executed no matter the scope.

Our vast range of programming capabilities include Conjoint, Custom Programming Requests,Discrete Choice, MaxDiff, and Segmentation Algorithm.

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