



Veridata Insights **Case Study**

Multi-Market Qualitative Study Across India & The Philippines



Client:

US-Based Moderator



Objectives:

To gain deep insights into freelancing trends, hiring preferences, and platform usability in India and the Philippines.



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Details:

Veridata Insights was approached by a US-based moderator with a request for our Qualitative Research Division. The challenge at hand was conducting a 60-minute remote IDI study with the US-based moderator while coordinating with participants in India and the Philippines, dealing with a significant 13-hour time zone difference between the US (MST) and Asia. This challenge was amplified by a tight client deadline, requiring quick recruitment and scheduling without compromising on research quality.



Service:

The Veridata Insights Qualitative Research Division sprang into action!

With our Qual team being global and spanning multiple countries, we made light work of navigating the time zone differences! We created a live chart clearly showing the time variations between US MST, India, and the Philippines. This helped the client visualize the differences and make informed scheduling decisions.

Tailoring scheduling, we suggested optimal interview slots that worked for both the US moderator and participants in India and the Philippines. Despite the late-night sessions for participants, the flexible scheduling ensured smooth execution.

Utilizing proactive communication, the team anticipated any potential delays and communicated clearly with the client, explaining the 24-hour flexibility required for recruitment and scheduling due to the time zone gap.



Results:

The project was a great success, and the US moderator was delighted with the timely delivery and actionable insights, which enhanced their platform's functionality for a global audience.

Veridata delivered high-quality insights into freelancing habits, hiring trends, and usability issues for users in India and the Philippines.

Successfully completing the study within the client's tight timeline, we overcame the challenges of managing a global study across multiple time zones, and measured the key pain points for freelancers and hiring managers using the platform, offering actionable recommendations for improvements.

Extraordinary Recruits, Excellent Show Rates, Exceptional Client Service

The majority of our projects utilize custom recruits which requires 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 have 97% show rates. And our white-glove research consultation is one of the most popular of our qualitative service offerings.

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