

MOBILE DATA COLLECTION

Data is the most important aspect of any research studies. It is analysed and interpreted to get information. So to get correct information the data has to be reliable and authentic.

In comparison with inefficient and painful paper based data collection, mobile based data collection is much more reliable and authentic.

Mobile data collection tools on their own are not silver bullets. They cannot fix a poorly-designed program, and a solution designed for a basic survey will not aid your complex case management program.

However, the right mobile data collection application will improve the accuracy and speed of your data collection, help your team to do its best work, and ultimately, amplify the impact of your program.

Why TrackBee

By now you know what data to collect, what platform to use, but with different data collection tools and their different operating process, its bit difficult to programme a survey with necessary validations into that system.

In Frametrics we've developed TrackBee with our 1st hand experience in conducting Market Research projects. TrackBee has been applied in various projects across various sectors and industries.

Under TrackBee MR, we are providing a package that includes survey programming (with necessary validations), enumerator management, TrackBee subscription, survey hosting, Training and support, raw data export in Excel/SPSS. For a single survey programming, in TrackBee you can collect data using web browser, Android App as well as iOS app.

TrackBee Features

WORKS WITHOUT INTERNET: TrackBee works offline. So users can fill out and submit forms when their devices are not connected to internet. The information gets stored safely until the device is reconnected.

DATA VALIDATION ENGINE: Obtaining highly accurate data is extremely important to define and implement effective business strategies. TrackBee's inbuilt validation engine has tricks that can help you to validate information in order to collect spotless data.

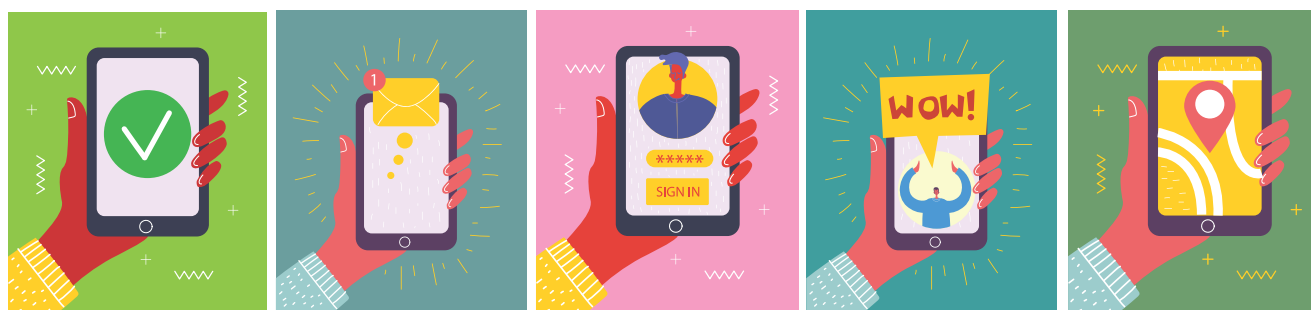
DATA AUTHENTICATION: To ensure the authenticity of the data collected in TrackBee, you can add rich data such as images, date & time, background audio capture, signatures and GPS locations, which increase data accuracy.

LOCAL LANGUAGE SUPPORT: Data collection in local language eliminates language barriers that could have come into play and respondents can thus freely express their thoughts and opinions in a language they feel most comfortable with. TrackBee supports more than 100 languages.

MONITORING DASHBOARD: Monitoring dashboard lets you track the performance measuring system and visualize the set of collected data. TrackBee offers this facet to its users too. Dashboard can be customised for real time monitoring of KPI metrics and plotting of the GPS enabled data on the map.

ENUMERATOR MANAGEMENT: Making an enumerator accountable for the data he/she is collecting, it is important to have a proper management of enumerator in a survey system. In TrackBee apart from OTP based validation of enumerator's mobile number, backend based allocation of survey to an enumerator via team creation is there.

34+ QUESTION TYPES: To learn more about the respondents, it is important to ask the right survey questions. Designing a survey is as much art, as science. A good survey is one that helps you get clear insights. Along with simple question types like open-ended, dichotomous, multiple choices, rating, date & time, complex question types like matrix/grid, Ranking, constant sum, GPS location, Signature, Roster (useful for listing down the details of the members in a household), etc.



APPLIED IN

Customer Decision Journey

The customer decision journey (CDJ) is a model that shows how customers complete a purchase. The CDJ maps the journey a customer will make when they make a purchase. CDJ survey for the top consulting company was programmed in TrackBee.

SOLUTION: To understand the CDJ for plumbing pipe, we programmed different surveys for influencers (like retailer, wholesaler, plumber) and customers (Individual home builder, Contractor, bulk consumers like builder/developers, etc). Quota was used to monitor the required sample size in the project. Necessary trainings were provided to the field team.

TrackBee Package:

Under TrackBee package, we provide the following services.

- Questionnaire programming with necessary validation & logics
- TrackBee subscription charges
- Survey hosting
- Training & support
- Response data in Excel with GPS, LOI, enumerator details

Just share the final questionnaire with us. We will provide one stop solution to your collection technology related requirements.

IMPACT: Field team effectively used TrackBee application to collect the data from respective locations. TrackBee's validation engine, GPS locations and the image collection ensured the authenticity of the data collected. Backend team monitored the data real-time using TrackBee dashboard. Once all quota completed data were exported in Excel and shared with client.

Costing:

TrackBee MR offers pack based transparent pricing. To get a quotation for a survey management project, please provide us the following:

- Questionnaire Complexity (Depends on number of local language support, survey validations, branching, Roster type question etc)
- Length of Interview (LOI)
- Response Count
- Enumerator Count
- Hosting Period (days)

Our Credentials:

- **Proven Experience of Working With World's Leading Organizations**- Among them world's largest consulting company in India, Coca Cola (in 22 countries), GIZ, NIELIT, BSES, FICCI, TSMG, EXIDE, OLA, MetLife, Max-Life to name a few.
- **Qualified Professionals With Wide Industry Exposure** - With a team of dedicated Project Managers, Data Scientists, IT Developers, UI/UX developers, Mobile Application Developers, Domain experts; we try to leverage latest technology to conduct research.
- **Quick Turnaround In Execution** - Our cross functional agile team can plan, build, test and deploy application in a short span, without compromising on quality.
- **Greater Flexibility & Start-up like Environment** - We operate a start-up like environment and maintain greater flexibility with our clients be it costs, deadlines or communication. Our Account managers try to be available 24x7, whenever you need them.

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