

kudos research

Your perfect partner for premium quality data-collection
in Berlin and London



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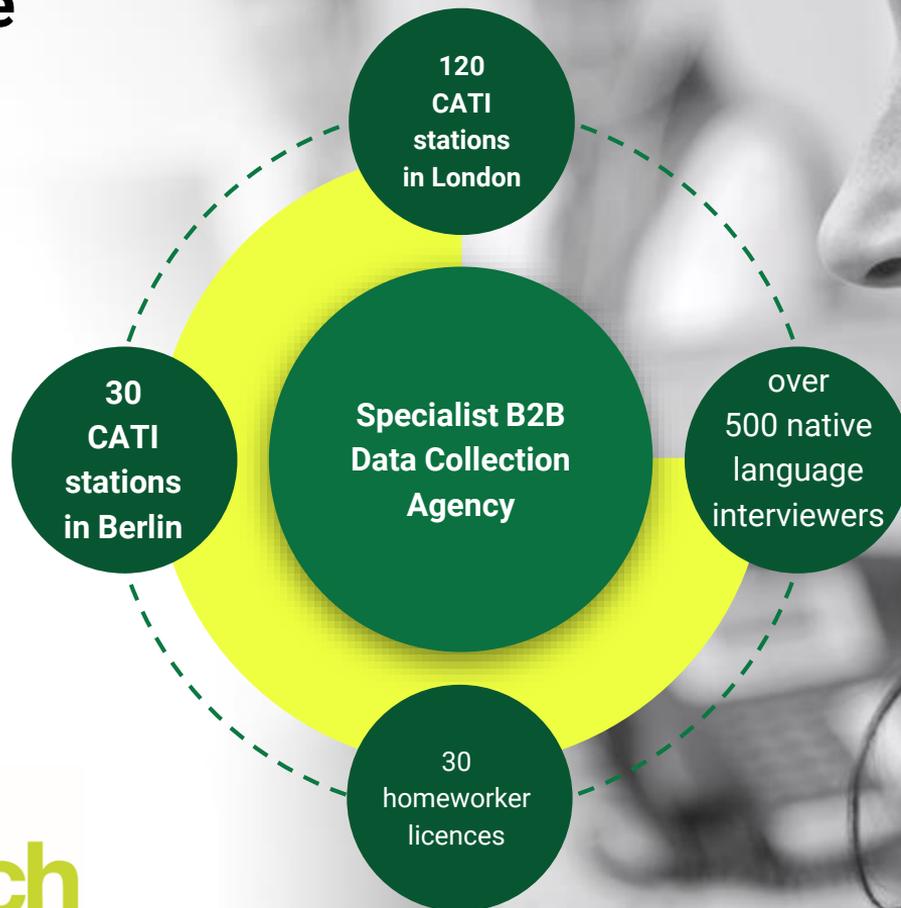
We can help you grow!

Our clients are leading Market research and insight providers who need reliable and actionable data to base their insights and recommendations on.

We help our clients grow by developing methodologies and processes catered for each individual project where and when needed in addition to standard CATI and Online data collection.

Who are we

We collect market research data by phone and online in over 100 countries globally, and specialise in conducting credible peer-to-peer conversations



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CATI

CAWI

Online

B2B, B2C

Healthcare Panel

Lifesciences Panel

Depth Interviewing

Recruitment to:

- Web
- Depth
- Group/workshops/f2f

Scripting and Hosting

DATA/Tables

What we offer

Ease of Communication

Harmonisation of Process

Consistency of Quality

Specialist Executive Interviewers

International telephone interviewing capability using experienced native language speakers

Quality Interviews

Qualitative, quantitative, recruitment, and verbatim-rich semi-structured interviews

Data Collection Expertise

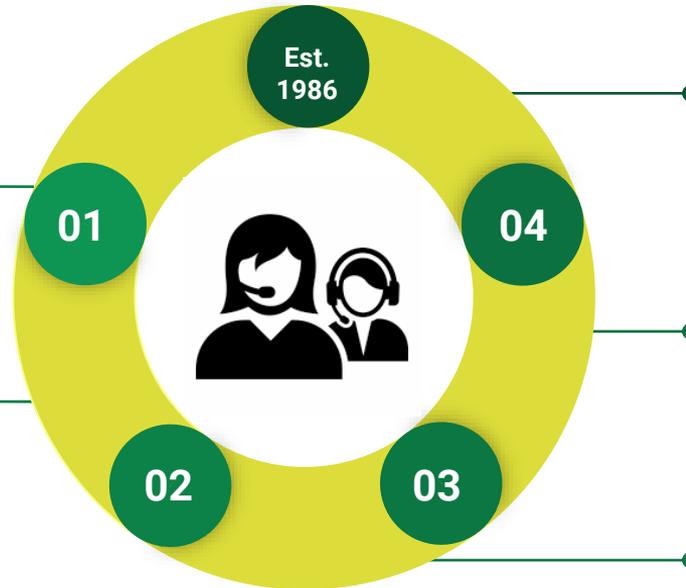
Access to a wealth of sector knowledge, data-collection expertise, case studies and methodological advice

Questionnaire Advisory Services

Provide robust semantics and logic checking to ensure the script delivers on your research needs

Technical Services

In-house scripting, translations, coding and DP services



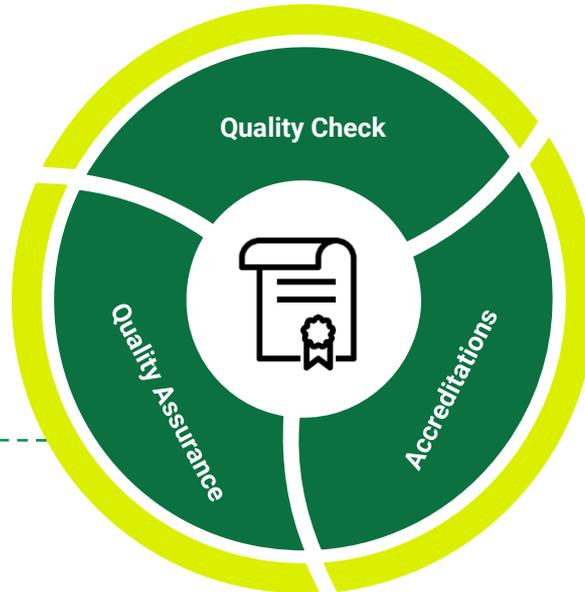
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Certifications



We continually review and refine our quality assurance approach and procedures to ensure unfailing effectiveness.

Our rigorous internal processes ensure data quality is checked at each stage of the project



Our fieldwork is IQCS and ISO 20252-12 accredited and fully compliant with industry and government codes, GDPR and the 2018 Data Protection Act



Key benefits of working with us



Data Collection

We have the best telephone data-collection team in the industry



Qualified Personnel

Our executive interviewers, project managers and DP teams are engaged, qualified and experienced



Proven Track Record

We have a proven track record of over 30 years in providing high quality data-collection amongst hard to reach, senior B2B audiences



Customised Client Solutions

We are pro-active in presenting solutions to overcome potential barriers to success

Managing Audiences and Sample



Sourcing Up-To-Date Contacts

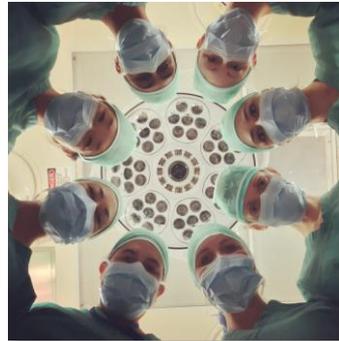
Our dedicated Sample and Database Manager is heading up a team of experienced desk researchers.

The sampling department excels in sourcing contacts for all healthcare and B2B audiences from junior staff, senior managers and hard to reach participants.

Our multi-lingual team of desk researchers develops bespoke sample exploiting online sources and company websites to identify likely relevant company contacts to be approached and screened for suitability.

The sample manager works collaboratively with research clients to ensure contact lists contain eligible targets as far as possible, and with end clients to ensure lists include all companies they consider vital to approach in the context. The team learns and adapts flexibly based on client input and fieldwork findings alike during projects, underpinning our recruitment success amongst highly-niche audiences.

Where important to ensure a robust and representative sample of the universe of organizations across multiple countries we use Dunn and Bradstreet or DBS Data as the primary source, as they have the largest and most robust samples across a range of global markets, facilitating universe counts and sample segmentation and analysis where required.



Sample and quota management

Quota	Active	New/In progress	Appointments	Exhausted	Disabled	Activate	Updated
<input checked="" type="checkbox"/> S TOTAL (5639) 97 of 225 	3	2321 (124)	580 (0)	1970	535 (12)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL DENTISTS (4316) 76 of 150 	3	1795 (106)	430 (0)	1475	423 (11)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL HYGIENISTS (1303) 17 of 75 	0	512 (18)	150 (0)	493	112 (1)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Aargau (363) 3 of 14 	0	188 (10)	49 (0)	113	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Aargau Dentists (274) 3 of 9 	0	149 (9)	32 (0)	81	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Aargau Dentists NEW (263) 2 of 999 	0	145 (9)	30 (0)	77	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Aargau Dentists PCP (11) 1 of 999 	0	4 (0)	2 (0)	4	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Aargau Hygienists (89) 0 of 5 	0	39 (1)	17 (0)	32	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Aargau Hygienists New (88) 0 of 999 	0	39 (1)	16 (0)	32	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Aargau Hygienists PCP (1) 0 of 999 	0	0 (0)	1 (0)	0	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Baselstad (179) 3 of 6 	0	72 (8)	18 (0)	59	18 (1)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Baselstad Dentists (146) 2 of 4 	0	72 (8)	18 (0)	46	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Baselstad Dentists New (141) 2 of 999 	0	70 (8)	17 (0)	44	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Baselstad Dentists PCP (5) 0 of 999 	0	2 (0)	1 (0)	2	0 (0)		19-02-2020 12:23
<input checked="" type="checkbox"/> S TOTAL Baselstad Hygienists (33) 1 of 1 	0	0 (0)	0 (0)	13	18 (1) Activate		19-02-2020 12:23

Regional targets

We set up project specific targets where a representative sample is required. Individual targets can be set according to project requirements. Quotas can be set to close when a target has been reached or to stay open when only outcome tracking is required.

Quotas

Our sophisticated CATI platforms allows us to define specific groups (cells) of respondents to participate in the research in certain proportions.

Sample (Contacts)

The sample management feature enables us to easily and efficiently manage contact details of respondents we want to invite to participate in a survey. We can add several properties to the sample file and use these properties to define quotas, specify routings and where required display these properties in the questionnaire.

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Please do contact us to discuss any data collection needs you may have!

Based on your information we will provide you with a non-binding proposal.

We are looking forward to working with you!

www.kudosresearch.com

Contact the UK Office: info@kudosresearch.com

Contact the German Office: vbalk@kudosresearch.com

