

**Bright Future**  
Marketing Research & Consultancy





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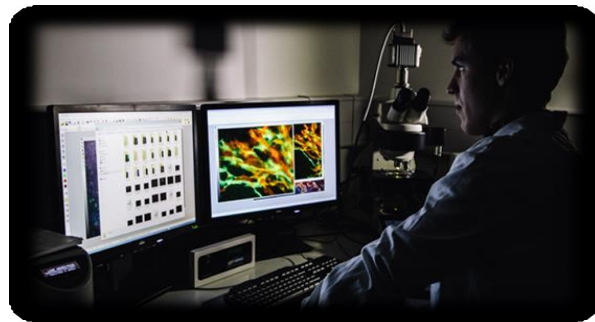
**Other services & Facilities**





## Who We Are ...

Bright Future is a growing and dynamic Market Research & Fieldwork agency, which is built on a foundation of talent and independence. Bright Future has since evolved into a multicounty network marketing research company specializing in data collection & processing . Our core competency lies in having an experienced management team which listens, understand our clients needs and provides them with quality fieldwork solutions to deliver quality, timely, relevant and strategic data We are based in Doha, Qatar and managing Research & Fieldwork services across Qatar.







# Our Philosophy

Our believe in collecting good quality data that can provide our clients with actionable information , hence to contribute to the well being of our clients, the consumers, and the society and to the people at Bright Future And our objective is not only saving your cost but also adding extra value to your project Consciousness is built throughout project, so that our clients will receive productive results from cost effective investments





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# Services Overview



❖ **Bright future offers research and fieldwork services in both Quantitative & Qualitative Research**

➤ The scope of services includes, but is not limited to...

- 1- Category and brand understanding
- 2- Customer Usage & Attitude (U&A) Surveys
- 3- Brand / Advertising Research
- 4- Pre & Post campaign assessment
- 5- New Concept / Product Development & Testing
- 6- Price Sensitivity Studies / Pricing Research
- 7- Customer / Employee Satisfaction Surveys
- 8- Mystery Shopping
- 9- Media Consumption studies
- 10- Health Care surveys
- 11- B2B Research
- 12- Multi-lingual 10-seater CATI center based in Qatar





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# Multi Industry Experience

Bright Light has executed hundred of projects across Qatar for various categories . Some of the categories are....



Telecom



Media



Automotive



Banking



Mobile



Health



Beverages



White Goods



Tiles



Retail



Yogurt



Noodles



# Why Bright future

- ❑ In an ongoing effort to improve its operational capabilities and research techniques, Bright Future makes the best use of not only the skills of experts on its permanent pay roll but also the services of external technical advisors.

## Some key attributes which make it best choice for you...

- 1- Field Team from all provinces & high profile field team from diverse background
- 2- Rich regional experience .
- 3-Optimal balance of Cost and timing – Value for Money



**We know the Culture**



# More About Us

Pre Field Services

Field Services

Data Services







# Pre – Field Services...

Pre Field Services

- **Proposal Writing**
- **Pre-Field Desk Research**
- **Questionnaire / Discussion Guide Preparation**
- **Survey Programming**
- **Sampling**
- **Recruitment for Panel and Consumer Visits**
- **Specialised in-house teams** of Researchers, Project Management, Data Collectors, Data Entry, Processing & Analysis.
- **Specialised recruitment department** managed by a senior management. On field we have dedicated and specialised recruitment teams across geographies with both sectorial and research expertise.
- We also have team of moderators coming with rich experience from various domains & translators.



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# ON – Field Services...

Field Services

- **Scope**
  - Consumer, Youth, Children and kids
  - Employees / Trade / Business & industrial
- **Quantitative**
  - Face to Face / Telephonic / Online / Offline
- **Qualitative**
  - Only Recruitments with / without arrangements
  - Full end – to – end qualitative research – FGDs / DIS
- **Speciality Data Collection**
  - Mystery Audit / Observation
- **Place of Interview**
  - CLT / Street Intercept/ In-home / On-site
- **Other Services**
  - Consumer Visits
  - Panel Development
  - Moderation
  - Simultaneous Translation
  - Audio / Video Recording

# ON – Field Services Cntd...



**Qualitative Research** – Helps to obtain broad qualitative understanding of factors of interest

**Quantitative Research** – Helps to quantify the data and generalize the result

Field Services





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# Pre – Field Services Cntd...

- Face to Face / CAPI
- Telephonic / CATI
- Self Administered Surveys
- CAWI
- Online Surveys
- Mailers



- In Depth Interviews
- Web / Tele IDI
- QualBoard
- Triads, Dyads
- Diaries
- Mini FGD / FGD





# Qualitative Field Services..





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# Online Services ...

**Communities**



**Bulletin Board**



**3D Facial Imaging**



**Online Ethnography**



**Blogs**



**Mystery Shopping**



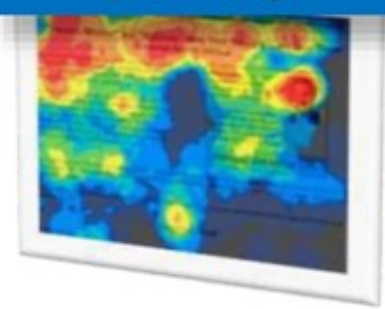
**Diaries**



**IDI / FGDs**



**Eye Tracking**







# Mystery Shopping (Online / Offline)



*Measurement of  
quality of service  
or to gather  
specific  
information  
about products  
and services.*

**WHY??**

- Measurement of Service Performance
- Evaluate Employee-Customer Interactions
- Monitoring Employee Performance
- Gauge customer satisfaction and experience
- Keeps Employees On Toes
- Understanding of Business Standard
- Enhanced Customer Retention
- Lead to Moments of Truth
- Provides Objective Audit
- Transparent Method
- Reveals Customer Value & Loyalty
- Pushing the Limits

## **Benefits:**

- *An ideal way to evaluate employee-customer interactions and monitor overall employee performance.*
- *Generate a common understanding of your brand standard within the business.*
- *Implements processes and systems to eliminate inconsistency.*



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# Quantitative Field Services...

**Traditional (PAPI)**  
Pen & Paper Interview

**Offline (CAPI)**  
Computer Aided Personal Interview

**(CAWI)**  
Web Interview

**CATI / Telephonic**

House-to-House

Street Intercept

Exit Interviews

Central location

Digital Mode

## QUANTITATIVE STUDIES

- **Product Test / Sensory Research(NPD/Cost /Product Optimization Study)**
- **Concept / Packaging Test**
- **Quick Feedback Surveys**
- **Census**
- **Brand Health**
- **Car Clinics**
- **Recruitment exercise for panel and consumer visits**
- **Customized Panel Development**
- **Mystery Audit**
- **Customer satisfaction study**
- **Pricing Study**
- **U & A**



# Fieldwork Methodologies

- Focus Group discussions
- In-depth Interviews
- Ethnographies, VOX-pops
- Accompanied shopping
- Observations
- F2F – PAPI, CAPI and CAWI interviews
- Telephonic interviews – CATI and COW
- Online interviews
- Video conferences / interviews
- Mystery Surveys & Shopping
- Central Location Tests
- Home Use Tests

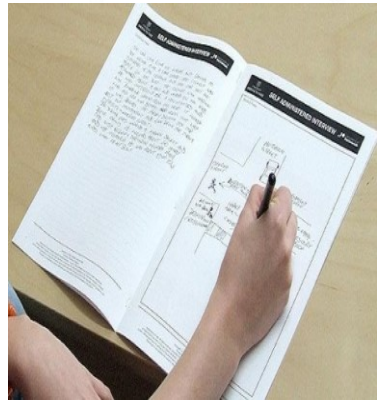




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# Method of Interview

## How to conduct an interview



**Self Administered**



**F2F personal Interview**



**CATI**



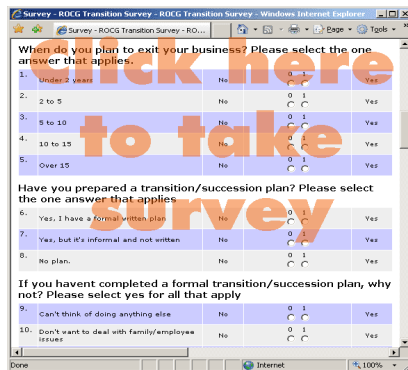
**CAPI**



**Mail Survey**



**PATI**



**Through Internet**



**CAWI**



**CLT**



**Mall Intercept**

## State of the Art CATI center in Qatar

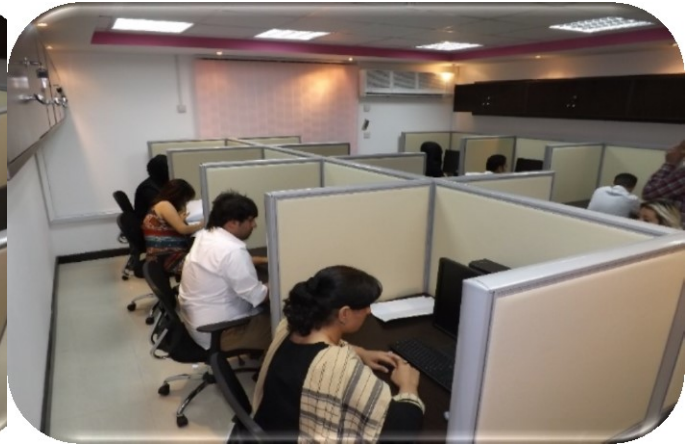
- Significant investments have been made in the area of technology so as to improve our data collection efficiencies and competencies.
- Well equipped and advance specification 11 CATI stations
- 100% automatic audio recording facility in mp3 format
- Automated quota control
- Web based agent console
- Software for noise reduction in calls
- Script facility including sound, music, images or videos in questionnaires improves application possibilities
- Ability to add additional resources as and when required
- A designated shift supervisor to monitor CATI center and train interviewers.
- A pool of multi-language team interviewer to cover relevant nationalities survey across Middle East region.







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# Our Quality Control Measures

**Responsibility to minimize errors during the actual collection of data and ensuring that the sample and all related issues are properly executed**

## **Pre-field.....**

- Interviewer Training before initiating any study
- Mock Calls / Pilot Tests conducted before start of fieldwork

## **During-field.....**

- Field Supervision / Spot Checks / Field Accompaniments
- Back Checks

## **Post-field.....**

- Logic Checks
- Random re-punch



## Quality Control – Pre Field

- Supervisors who best understand the client's category are assigned to project.
- Prior to fieldwork , a central briefing session is conducted for all interviewers and supervisors to explain Survey objectives & sampling procedure
- Pilot interviews are done with real respondents to ensure that they have achieved a thorough understanding of how the questionnaire should be administered. Pilot interviews are then eliminated from the sample.

First briefing to interviewers
YES
Pilot Interviews
Two questionnaires per interviewer
Post pilot briefing
one time



# Quality Control – During Field

- On a first assignment, each interviewer is accompanied by one of the fieldwork supervisors.
- A portion of each interviewer's work is selected for checking. These quality checks are conducted to ensure that:
  - Interviews were carried out with properly selected respondents and in accordance with the project's instructions.
  - Show cards and other materials to be shown to respondents were used correctly (face-to-face interviews).
  - A number of questions, normally questions of fact rather than opinion, are re-asked to establish consistency of response.

<b>Field Accompaniments</b>
10% to 15% of total sample
<b>Back Checks</b>
50% of total sample
<b>Project Status to Client</b>
Once a week
<b>De- Briefing</b>
Individual, if required



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## Quality Control – Post Field

- Through Editing process, a consistency & logic check is carried out on all the questionnaires to ensure that the questionnaires had been administered correctly.
- After ensuring that the fieldwork is error free the data is punched into the computers.
- At this stage we ensure quality assurance by two methods:
  - Validation Checks - Our punching program contains logical checks.
  - 10% of the punched questionnaires from each fieldworker are randomly checked for possible punching errors. If any error is spotted, a much larger proportion of questionnaires are then checked..





# Quality Control at Bright Future

## Quality control protocols for Qualitative projects are :

- All respondents are recruited using a screening questionnaire/ recruitment questionnaire (approved by the client).
- Recruitment is done via data base, rotating team of recruiters and snowballing.
- At least two recruiters should recruit one focus group respondents.
- A tight control is exercised to ensure that we are not representing a group of close friends/family/ acquaintances in the sample.
- All required respondent quotas are specified in the brief.
- Respondents should not be involved/working in market research, marketing, advertising, public relations, journalism and of course the clients' line of business
- Respondents should not have participated or attended focus groups for market research projects in the last six months
- The recruitment questionnaire/profile sheets to be made available prior to fieldwork





## Quality Control – Tracking Studies

- Bright future strives to offer high quality and credible data in all assignments. As a part of this endeavor, it uses rigorous standards in all marketing research assignments.
- Since we are having sound experiences both traditional studies method along with using modern tools to run the studies in the field and for quality ensuring , Consumer Eye does have its own separate and independent quality control department which is directly reporting to research team and management and responsible for the quality work.
- For Brand tracking exercise, since it is required close monitoring throughout the study tenure hence as a standard practice, Consumer Eye ensure following key points in the field smoothly.
  - i. We always run monthly de-briefing in the beginning of each month to discuss with the interviewers all the issues in the field.
  - ii. Supervisors and Interviewers who are well experienced in tracking studies category are assigned to project.



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# Quality Control – Tracking Studies

- 1- Pilot interviews are done in-house and later in field as a live interviews. These live pilot interviews are done under the accompaniment of supervisor.
- 2- Weekly accompaniment by designated Supervisor for different interviewers at least 10% of weekly quota.
- 3- Field accompaniment start immediately with the launch of fielding.
  - I. Each interviewer report to Supervisor twice in a week .
  - II. Back checks are usually done (40-45% at total) by different department.
  - III. The above back checks are carried out on the bases of KPI.
  - IV. Field Locations/area are assigned and set post consultation with client and the same locations are visit in different wave/track to avoid any discrepancies of data.
  - V. Quota are generally monitored on daily and weekly bases to ensure to meet the weekly and monthly set target
  - VI. In case of any field interviewer are required to induct then new The new interviewers will be attending live interviews for one week before replacing /starting the actual interviews
  - VII. For team backup , we always train additional 3-4 interviewers so in case of any drop out during the field can be covered that vacuum with stand by team.
  - VIII. Every interviewers data are being analyze on weekly and monthly bases to monitor the fieldwork quality



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## Quality Control – Tracking Studies Reporting



1- Data are analyze on monthly bases on different major KPI so as a standard practice, consumer Eye generally report to the client with the top line report for the weekly/monthly fieldwork covering the following KPI.

- I. TOM
- II. Unaided awareness
- III. Total awareness
- IV. Brand Consideration
- V. Brand Usage

2- Data are examine and cross check on weekly bases to track out the trends. Value addition ,

- I. In addition to above, Consumer Eye always furnish client regularly with market insights like on ground brand activities/publishing (electronic, paper, street/bill board).





# Translation & Transcription Unit

Bright future For Translations: is a language-related services committed to help businesses overcome language barriers. Integration was established with the vision of renewing the way clients get their language-related services.

Our services include professional document and technical translation, simultaneous interpretation, conference services, subtitling, copy editing, website & software localization and content management & development.

We pride ourselves to deliver the highest quality translation services at very affordable prices. Our Translation Unit is there to meet your translation needs 24/7 and provide you with accurate translation services by professionally trained translators with years of translating experience.

We provide translation services into and from the major European and Oriental languages like English, French, Turkish, Russian, Farsi, Arabic, Hindi and Urdu.



# Our Resources

Bright Future believe in investing in technology.

Here is a list of (but not limited to) Equipment capacity at different offices

## Qatar

- 11 work stations
- 11 desktops/laptops
- Capacity is enhanced as required
- 13 Landlines with open level lines (Local)
- 5 mobile phones
- 5+ call recording machines.
- 25 tablets (Samsung)
- 15 CAPI Machines
- VOIP facilities
- CATI center



## Capacity in Field

<b>Interviewers</b>	27 Part time Arabic 25 Part time English-Urdu- Hindi
<b>Supervisors</b>	02 Part time Arabic 02 Part time Asian
<b>Moderators</b>	01 Part time Arabic 01 Part time Asian
<b>Translation</b>	01 Part time Arabic into English 01 Part time English into Urdu-Hindi
<b>Recruitment</b>	06 Part time Arabic 05 Part time English-Urdu- Hindi





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# Bright Future QATAR CLIENTS





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## Sample case studies... Government

The team at Bright Future has a rich and diverse experience of conducting numerous MS studies across the MENA. Some examples as follows.....

- I. CRA is being done on behalf of telecom regulator in Qatar to understand the satisfaction of consumers with various telecom services. The purpose of the study is to understand the customer satisfaction with different telecom products including mobile and fixed services – Both Data and Voice/S.S 2300 for 2 quarters.
- II. MOTC is being done on behalf of Ministry of Transport and Communications about people's usage and access of Information and Communication Technologies – devices and services /S.S 2500 one time .
- III. Ooredoo, the telecom service provider in Qatar, has been offering telecommunication services to the citizens and residents of Qatar. With the current market developing to meet new challenges, there is a need to generate a wealth of comprehensive information about the demographic details, values and beliefs, needs and attitudes, lifestyle, media habits, brands and services they use, decision making process etc, of the customer.Ooredoo would like to Deep-dive into the daily routine of the customers, understanding their habits and finding cues within the daily routine to explore opportunities to push our products and services /S.S 5500 one time ..



Communications Regulatory Authority  
هيئة تنظيم الاتصالات  
State of Qatar دولة قطر

وزارة المواصلات والاتصالات  
MINISTRY OF TRANSPORT AND COMMUNICATIONS





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## Sample case studies... Government



- I. Quantitative exercise in main cities covering main petrol stations – Understanding and exploring consumers' 're-fuelling' needs at the petrol stations, concept testing of convenience store at petrol stations – SS 1200
- II. Quantitative exercise in main cities covering main petrol stations – Understanding and exploring consumers' 're-fuelling' needs at the petrol stations, concept testing of convenience store at petrol stations /S.S 1500 one time
- III. Consumer satisfaction assessment for a leading Qpost
- IV. (MS, Branches observation, exit interviews) S.S 1000 one time







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## Sample case studies...

- I. Mystery shopper exercise across 35 stores, for a top Mobile Phone brand to understand sales behavior and pricing.
- II. User/ shopper experience assessment exercise for a leading mobile handset brand (Shop- alones , exits) Telecom (100 per month)
- III. Landmark Group (CenterPoint)– MS audits across all fashion and household stores across QATAR.
- IV. Mc Donald’s & KFC - Mystery survey of service quality.
- V. QNB – Evaluation of relationship Managers / S.S200 per month
- VI. Mystery shopper exercise across 75 pharmacy Determine the level of recommendation for different OTC brands by Pharmacists for Oral Care and OTC medicines for Oral care/ Wound care/ Feminine Care



## Sample case studies...

- I. Mystery shopping exercise to understand and assess specific aspect of service for a leading bank.
- II. Concept testing and assessment exercise for a leading Sharia complaint bank.
- III. Usage and attitudes study to understand existing habits and practices with regards to retail bank.
- IV. Concept/ advertising testing (for a new investment product) exercise for one of the leading Islamic bank.
- V. Quantitative exercise to understand the smoking habits in Qatar – incidence of smoking, purchase and smoking habits of consumers who smoke factory manufactured cigarettes / total sample 4500
- VI. Segmentation, Illicit trade study (Pack swap & Pack collection), Product tests / total sample 1500



## Sample case studies...

- I. Automotive being a dynamic industry with an intense competition, it is must for brand to monitor the prices that its dealer's are offering to its customers as well as what the competition brand is offering. This information helps to be competitively priced in the market and thus increases the probability of increasing sales . We have specified exact Model, Engine & Trims, we need and get prices only for these.
- II. Advertisement assessment exercise for one of the leading German automobile brands – SS 880 for 48 month.
- III. Automotive (150 per Month)
  - a. **Evaluation of petrol station based on type services such as maintenance, change oil, buying some product inside the convenience store.**
- IV. Segmentation, Illicit trade study (Pack swap & Pack collection), Product tests / total sample 1700
- V. Study on understanding effects of merchandising material and brand perceptions (Retail).





## Sample case studies...

- I. Usage & Attitude study of one of the largest Milk Powder brands : Large qualitative exercise – 10 focus groups and 10 ethnography sessions, conducted across Qatar – consumer understanding and new package testing / development.
- II. Exploratory research to understand snacking habits and practices for one of the leading FMCG brands wishing to expand its presence in Qatar (6 fgds/ 400 ints.)
- III. U&A study with concept testing for one of the leading detergent brands (8 fgds).
- IV. Packing test for a leading milk powder brand (8 focus groups)
- V. B2B – to understand demand and supply and market dynamics of the dairy, fruits, and vegetables market in Qatar to finalize client entry strategy into the market / SS 300.
- VI. Brand awareness study to gauge awareness of one of leading Turkey brands of clothing / SS 400



# Sample case studies...Healthcare

- I. Understanding the impact of diabetic and the complications in eye treatments. A study conducted among ophthalmologist across Qatar and GCC. Study was conducted using qualitative and quantitative methodologies.
- II. E-channel evaluation among doctors to understand the newer trend of e-marketing and e-detailing among doctors in Qatar and Kuwait.
- III. Understanding the insulin prevalence, dosage, and prescription among doctors and type I & II patients across Qatar.
- IV. Glucometer, Usage and Attitude Study in KSA, UAE, Kuwait, Qatar and Egypt – Understanding of the demand and usage of various Self Blood Glucose Monitoring (SBGM) devices in the market among pharmacists and patients – F2F Interviews.
- V. Type 2 diabetes study – Understanding key trends in the treatment of type 2 diabetes across UAE, Bahrain, Oman, Qatar, and Kuwait. Target respondents were Physicians (GPs, Dialectologists, Internal medicine), Pharmacists, Patients, (Type 2 diabetic patients)- F2F Interviews.



## *Ahmed Ramzi* (operation manager)

- Ahmed has been associated with the market research industry over 14 years - managing operations (Quantitative & Qualitative) across different countries
- 7 years of them in Kantar marketing research ,from as head of field department in Qatar.
- 2 years of them in TNS marketing research ,from as Senior project in charge of field department in UAE and Qatar.
- 5 years of them in Feedback marketing research ,from as head of field department in UAE and GCC .
- He has extensive research experience in various areas, some of which are Media, Automobile, Product/ Concept testing, Advertising, Customer Satisfaction, Feasibility studies, Financial Research, U&A's.
- He is constantly involved in forming and nurturing business partnerships
- His expertise lies in engaging with clients at a strategic level and providing research solutions based on a sound understanding of the discipline.
- he has efficiently managed over 200 global projects.
- He manages a large and reliable partner network with his excellent relationship management skills.
- He is a detail-oriented person & at the same time his multi-tasking ability to perform tasks within limited deadlines makes him an extremely productive resource







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# CONTACT US



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*Thank  
you*

