

# RESEARCH INTERNATIONAL



## Delivering a scalable reporting solution with Enterprise

Case Study Summary: Research International (United Kingdom)

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### Summary

Researchers in the UK are continually faced with tight deadlines combined with profitability pressures. One of the areas of the research process which impacts most on the researchers; time for providing added value is charting.

Up until 2005, for the majority of RI UK's projects, how they were done and who was responsible for them varied. For specific RI tools and processes, and certain larger projects, there were already degrees of automation such as skilled DP people creating specific macros and programs tailored to the specific project at hand. Overall the automation was minimal and although varied our methods had one thing in common – inefficiency. They were labor intensive and prone to error. This is not even taking into account the time lost if the tables had to be re-done!

At the end of the day there was not much time for analysing the results. In order to deliver the quality of work expected by our clients, long days and a lot of overtime was needed. We knew automation had to be the answer.

Having come from a DP background, I was sceptical as to whether a program could automate the majority of our charting needs. Previously, most of the software I had seen that tried to solve this problem took a long time to set up, often required a specialist programmer and was not very flexible when the questionnaire or specs invariably changed. However with E-Tabs Enterprise setting up a charting project is fast and simple. It can also be easily adjusted to deal with changes and differences between waves and/or segments.

**“I was sceptical as to whether a program could automate the majority of our charting needs”**

Usually when you think of automation and using programs, you would expect the users to be from DP or a team of programmers. These people would have the technical know how but usually aren't close enough to the client to understand the reporting needs. On the other hand researchers are close enough to the client to know what needs to be charted and with the ease of using E-Tabs Enterprise they could easily set up their own automation. However, with over 200 researchers the logistics of organising licences and training for this many people we finally decided to create a central charting team where we could have people who like doing charts, specialise in charting and understand the data creating the charts.

The first jobs that we looked at bringing into the responsibility of the charting team were the tracking projects. As the projects come up to the next reporting wave they are taken on by the charting team. The results have been very pleasing. One tracker that has a report of over 50 slides for 5 countries plus a regional report is showing a saving of around 20% compared to the old painstaking method of manually cutting and pasting the data into charts.

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We are also finding savings on large ad-hoc projects that report on multiple regions or segments. One particular study took only 2 days to set up and populate the reports for 5 countries - a 25% saving on the estimation for doing the project manually which could be even greater if you consider in this case the tables had to be re-run which had no impact on the charting as the Enterprise project could be run again on the new tables with a click of a button.

One issue that we have had to face is that many researchers did not believe their project could be automated. Often they thought there were too many differences between the regions and or waves to make it feasible. However the charting team, trained in E-Tabs Enterprise, understand its capabilities and limitations and can explain and see how using E-Tabs Enterprise can work in almost all scenarios.

This benefit was shown when looking at an upcoming project which has 88 reports over 17 markets covering up to 11 modules. The different needs of each market such as specific questions or local codes in fact would be no problem for E-Tabs Enterprise and approximately 80% of the charting should be able to be automated.

The central team also ensure the proper templates are being used and that the RI look and feel is being delivered to clients. More importantly the use of E-Tabs Enterprise means that the team can now turnaround charting faster and more accurately. Essentially by having a central team using E-Tabs Enterprise we are able to reduce the running cost of a project and provide more time to the researcher to be able to gain greater insight and add value to the data.

Without a program like E-Tabs Enterprise, this sort of team would not be realistically possible as the resources needed would not fit the budgets and time constraints that exist for most projects. So now we have people skilled in charting who want to do charts doing the charting and those who need to report on the data able to have the space and time to drill further into the data to gain greater insights for our clients.

**Key benefits experienced using E-Tabs Enterprise:**

- ▶ Can turnaround charting faster and more accurately
- ▶ More time to analyse results and add value for clients
- ▶ Improved accuracy
- ▶ Savings of around 20%
- ▶ Can work in almost all scenarios
- ▶ Ensure standardised corporate look and feel is being delivered to clients

**About the customer**

Research International’s UK company is the largest in the Group and is often regarded as their “flagship”. Research International is the world leader in custom market research services: Working as partners to help clients understand people, solve problems, and grow knowledge to fuel brand and business success. They specialise in Market Strategy, Branding, and are the only agency offering a complete Innovation journey from insight to monitoring.

There are approximately 4 dedicated chartists using E-Tabs Enterprise and 14 other E-Tabs users.

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