

N°044

FAQs

Research House approach and FAQs



Do you conduct Qualitative Research?

Yes, we absolutely do. Approximately 45% of our projects are qualitative. Research House regularly undertakes qualitative projects - focus groups and IDIs (in-depth interviews) across the CAUCASUS. We do provide full service starting from designing research, screener/topic guide through to reporting and our friendly team is always happy to help with

recruitment and moderation.

Our recruiters are always sensitive when it comes to high quality recruitment and we also extremely experienced in-house moderators who has more than +10 years experience.

Do you conduct Quantitative Research?

Yes, sure we do. Approximately 55% of our projects are quantitative. Research House regularly undertakes quantitative projects across the CAUCASUS: F2F PAPI/CAPI, CATI/ telephone, and postal. We have a nationwide network of professional interviewers.

"Neither snow nor rain nor heat nor gloom of night stop our interviewers from the swift completion of their appointed projects."

For face-to-face surveys, including in-home, doorstep, street and CLTs (central location/hall tests).

RH Caucasus provides full service starting from research design, sampling, questionnaire design, through to logistics and reporting, We can also help only with CAUCASUS fieldwork and/or data entry/analysis – Please note that this is all managed entirely in-house.

We have 6 regional field offices throughout Georgia and they are responsible for field-work in their respective regions.



Do you conduct International Research?

Of course we do. Research House regularly undertakes single and multi-country studies. Besides the CAUCASUS (Armenia, Azerbaijan and Georgia), these projects are typically focused on the UK, France, USA, Italy, Ukraine, Poland, Central Asia and so on. Research House also coordinates projects worldwide.

There are a lot of benefits of commissioning us to manage a multi-country study on your behalf:

- We offer Special price with bigger discount due to multi-countries contract.
- As a bonus we provide Market Overview (separately per each country which data you buy)
- One Research Manager who can comment or help in data understanding.
- Full support and servicing after contract signing (training, Q&A session, ongoing servicing), separate specialist who will be responsible for you.
- Only one contract you need to sign which will reduce the project management hours you need to commit to the project.

Are you a member of/listed by any research associations/societies?

We are a member of ESOMAR and we abide by their Code of Conduct and thereby commit to the highest research standards.



What quality control procedures do you have in place?

Our quality control checks are:

Qualitative:

100% of our qualitative recruits are rescreened from our office; The responsible recruitment manager in recruitment process checks in Research House's database whether this respondent has attended focus group within the

certain period of time or not.

20% of all quantitative respondents (face-to-face or telephone) are re-contacted for quality control purposes; 100% of our data entry is verified to ensure accuracy.

We abide by the ESOMAR Code of Conduct at all times. We are COMMITTED to professionalism and top research standards.

Have you worked in my industry before?

We believe, most likely we have!

We have particular expertise in the areas of automotive, retail/wholesale, Pharmaceutical foods/nutrition, TOBACCO, beverages, financial and telecommunications research. Through right-sized services like brand research, desk research, PAPI and CAPI, we offer clients unique and customized solutions to their business challenges.

Do you work in my region?

Besides our head office Tbilisi, We have 6 regional field offices throughout Georgia and they are responsible for field-work in their respective regions. Our interviewers from Tbilisi also travel to new locations where projects demand.

We have more than 10 Area Supervisors nationwide, managing our local interviewer teams covering major cities and towns as well as suburban or more rural location.

Just some of the locations we work in are listed below.

- **GEORGIA - Nationwide: Tbilisi ,Kutaisi, Batumi and so on.**



- **Azerbaijan – Nationwide: Baku, Gandja, Sumgait and so on.**



- **Armenia - Yerevan**



- **Iran - Tehran, Tabriz, Mashad, Isfahan, Rasht,Ahvaz, Shiraz**



- **INTERNATIONAL - Across Europe & Worldwide.**

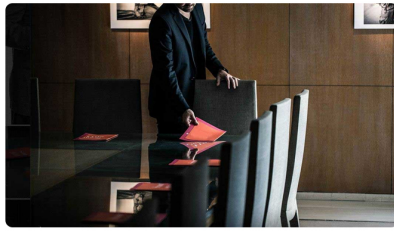


The Qualitative Centre:

Our professional viewing facilities provide the ideal venue for conducting qualitative research, including focus groups and depth interviews.

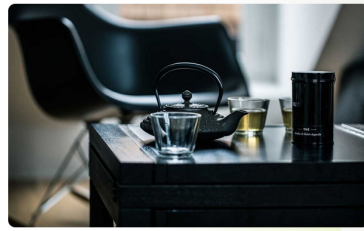
Our experienced staff are on hand to make sure that you have everything you need. Our rooms are light and airy, providing a relaxed 'home from home' atmosphere, conducive to high quality research.

Resources/Facilities



Focus-rooms

- Professional audio and video equipment
- LCD TV set
- DVD, VHS
- Flip Chart
- Air conditioning system



Client room

- Seats up to 10 clients
- Equipped with one-way mirror
- With air conditioning system

Room for respondents Discussion room

Separate room for simultaneous interpreter

- Separate room
- Professional audio and video equipment
- Headphones
- Synchronous recording in many languages

There is a kitchen, where you can make products ready for testing – warm up or cool off (if needed)

15 Our Facilities

- Convenient locations with excellent transport links - free parking available too!
- Relaxing environment created by friendly, attentive, professional staff
- Waiting area for respondents
- Comfortable, spacious rooms for both respondents and clients
- One-way mirror viewing
- Natural daylight
- Wi-Fi High-speed internet

Deliverables:

Research House will deliver to the client :

- Video recording for each group :
- DVD/ Audio Recording on conducting of groups
- Top-line report on each group
- Methodological report (recruitment procedures, respondents' demographic profiles, difficulties emerged during the field work)
- Transcripts on the languages which were used to conduct the groups (Optional)
- Analytical Report and Recommendations

Contact Us



BAKU, AZERBAIJAN

TEL: +994125615081

ADDRESS:

TANNER STREET SE1 3PH



TBILISI, GEORGIA

TEL: +995322373090

TEL: +995599719600

ADDRESS:

24 KAZBEGI AVE. OFFICE N.73 1st floor
TBILISI AVE. 1058



ARMENIA

TEL: +995599719600

Research House is one of the leading companies in the area of sociological and marketing researches and inextricably combines pioneering research solutions with the highest levels of quality.



hello@researchhouse.co



www.researchhouse.co