The v-Survey product

Background

Research is the bedrock of any business plan, strategic plan, sales plan. Corporate, non profit, governments, government assisted agencies, multilateral agencies and social enterprises ,all invest in research studies to gather qualitative and quantitative data that assists their senior management teams to take executive level decisions.

Quality of both, quantitative and qualitative data results in quality of output, which ensures higher probability of making the right decision and ensure success.

The traditional method of collecting data through surveys involves intervention of resources on the field, who are entrusted with the task of connecting personally with the target consumer, explaining the reason for the data, creating a buy in for the participation of the respondent and then spending time with the respondent to answer the long list of questions on the questionnaire.

This entails costs that vary depending on the scope of the research, the scale of the research coverage and the level of deep dive required to analyze the data collected.

Then there is an **additional cost** of digitization of this field data into a format that is easily analyzed in the analytics engine or on simple spread sheets.

Emergence of ICT as an automation enabling tool- focus on surveys and research studies.
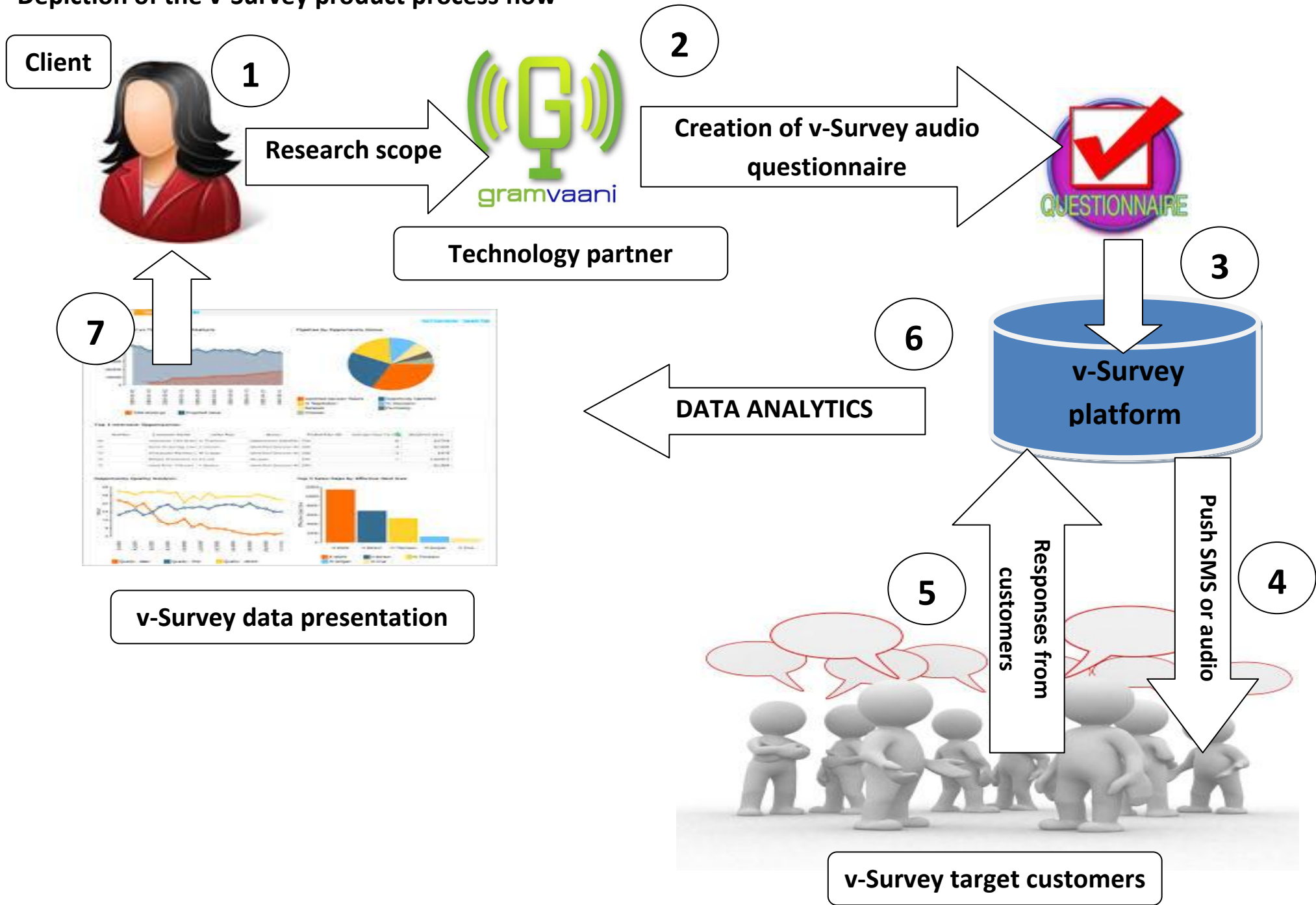
ICT has enabled automation of the survey and research study to a large extent, BUT it is mostly a hybrid model. ICT takes care of the analytics and data management part of the operations, whereas the survey and research is heavily people dependent, often requiring massive ranks of field operatives, project leaders, supervisors to ensure that data is collected correctly, processed correctly, collated correctly, entered into systems correctly and then analyzed correctly.

ICT today can eliminate the intervention of people resources as numerous levels of traditional survey and research methods and save massive costs for the user of new age technology based survey and research platforms.

Typical resources deployed for a full fledged, qualitative and quantitative data gathering automation solution by GramVaani

- V-Survey Technology platform deployment
- Technology management
- Technology support
- Dedicated Telephone line

Depiction of the v-Survey product process flow

Client

1 Research scope

gramvaani

Technology partner

2 Creation of v-Survey audio questionnaire

QUESTIONNAIRE

3

v-Survey platform

7

6 DATA ANALYTICS

v-Survey data presentation

5 Responses from customers

4 Push SMS or audio

v-Survey target customers

v-Survey offer for setting up a dedicated qualitative and quantitative data gathering solution

- Voice based technology – Ready for deployment.
- Audio questionnaire possible with customizations based on client's scope.
- Ability to push traditional SMS as well as VOI CE based questionnaires.
- 24X7 technology support.
- Technology hosting.

The commercials

Cost head	Cost description	Cost implication
1	Licensing cost	75,000
2	Technology support charges	FREE

Number of Surveys that can be delivered in a quarter	License fee to use allocated number of surveys for the quarter
20-45	40,500
46-90	60,750
91-135	70,875
136 -5000	95,000
5001 and above	@ 17 per survey

v-Survey platform unique features

- The V-Survey questionnaire is directly delivered to the intended target consumer on a voice supported device, eliminating the need for a field survey operative/data collector, who could possibly contaminate the data, and also saves the cost of the field surveyor.
- An active repository of customer's questions can be maintained and served to the client as audio files.
- Customer caller's data can be collected and served to the client.
- Robust platform, multiple application tool- Works across multiple verticals

Large corporate	Small and medium enterprises	Social enterprises	Government	Multilateral	Non profits