



International Research Process

International approach = Centralized Management + Quality

An approach that ensures **consistency across territories**, and allows us to **formulate an overview of the findings from a central perspective**

Local Iris Member



Managing all international projects centrally

Future Thinking Responsibilities:

A relationship with ONE supplier ✓
= Local Iris Member

Local Iris Member researchers are responsible across all territories + we attend all research sessions ✓

Local Iris Member is responsible for the deliverables ✓

Local research agencies:
Recruitment + Moderation +
Translations

+

Local Iris Member :
Attend and watch all groups +
briefings + analyse the findings

→

Local Iris Member :
Deliverables to
clients

What we can provide:

1. Cost efficiency: ✓

- We are **not tied-downs to any one supplier**
- Alternatively we can work with your preferred supplier in the local market

2. Quality: ✓

We are in **close contact / communication** with partner agencies at all stages of the international research process **in order to monitor quality control**

3. Centralized Control: ✓

- We write all **screeners and discussion guides** and supervise translation into local languages
- We see all **respondent lists and approve these** before fieldwork takes place
- We **conduct a thorough briefing with the moderator(s)** prior to the research, and discuss the findings after fieldwork takes place
- We **have all sessions translated**, so that findings can be analysed and fed into the debrief



How we work with local partners

Example of Qualitative project



Outputs : Making actionable recommendations

We deliver high quality visual outputs to match the project objectives using our story telling approach



What you will get

1 Synthesis Report comparing and analysing all the countries



Focus on commonalities and highlight differences



1 Full Report per country

*Charts for illustrative purposes only – dummy data