

Olson Research Fielding Best Practices

With 24 years of industry experience, Olson Research's fieldwork capabilities go beyond the basic tenet of simply getting your project in and out of field. There's no secret to our best practices, yet by diligently adhering to them, we succeed in delighting clients, and consistently turn one-time projects into lasting research partnerships.

BEST PRACTICES

Assign a single Project Lead.

01

"The client services team was extremely helpful in designing the sample and screening questions, even during the bidding phase."

"You have a very good way of managing expectations and a commitment to quality that is rare in the industry."

02

Provide a comprehensive onboarding document to align operational practices.

"Olson is differentiating itself from other agencies with the proactiveness of the Project Manager, responsiveness and making suggestions for any issues. It has been quite a novel experience to work with such a strong US agency."

03

Formally "hand off" project internally to the ORG Project Team.

04

Conduct kick-off call to set strategy, expectations and clarify any areas of ambiguity.

Identify potential fielding challenges and suggest workarounds.

05

"Again your team has gone above and beyond to help my project team. I've expressed this to both Project Managers, but they have really been unbelievable during two difficult projects. Can't wait to work with them again."

06

Deliver interim data in requested final format to jump start analysis.

"The project manager did an excellent job with a challenging recruit...paying close attention and was proactive with suggestions to keep recruitment moving."

07

Provide daily fielding updates and touch points.

Deliver clean, validated final data.

08

Follow up to ensure all project objectives have been achieved.

09

"Every team member I dealt with has been extremely professional. I was very appreciative that our project manager was so responsive and offered to send us data files over the weekend to make sure we got what we needed to meet our client's timeline. This kind of commitment I haven't seen with other fielding partners I've worked with before."

Debrief internal team to identify key takeaways to inform future engagements.

10

Ready to make your marketing research projects exceptional?
Contact Olson Research today.