

# Quality Control at AZR



At AZR we follow the principle of having processes and protocols to ensure that quality of data collection and data analysis is above acceptance level. However, at the same time, we also believe in keeping checks in place to continually assess the quality of the data collected. The quality of data collected is assessed by an independent audit team and the audit results are used for incentivizing and / or penalizing the data collection teams.

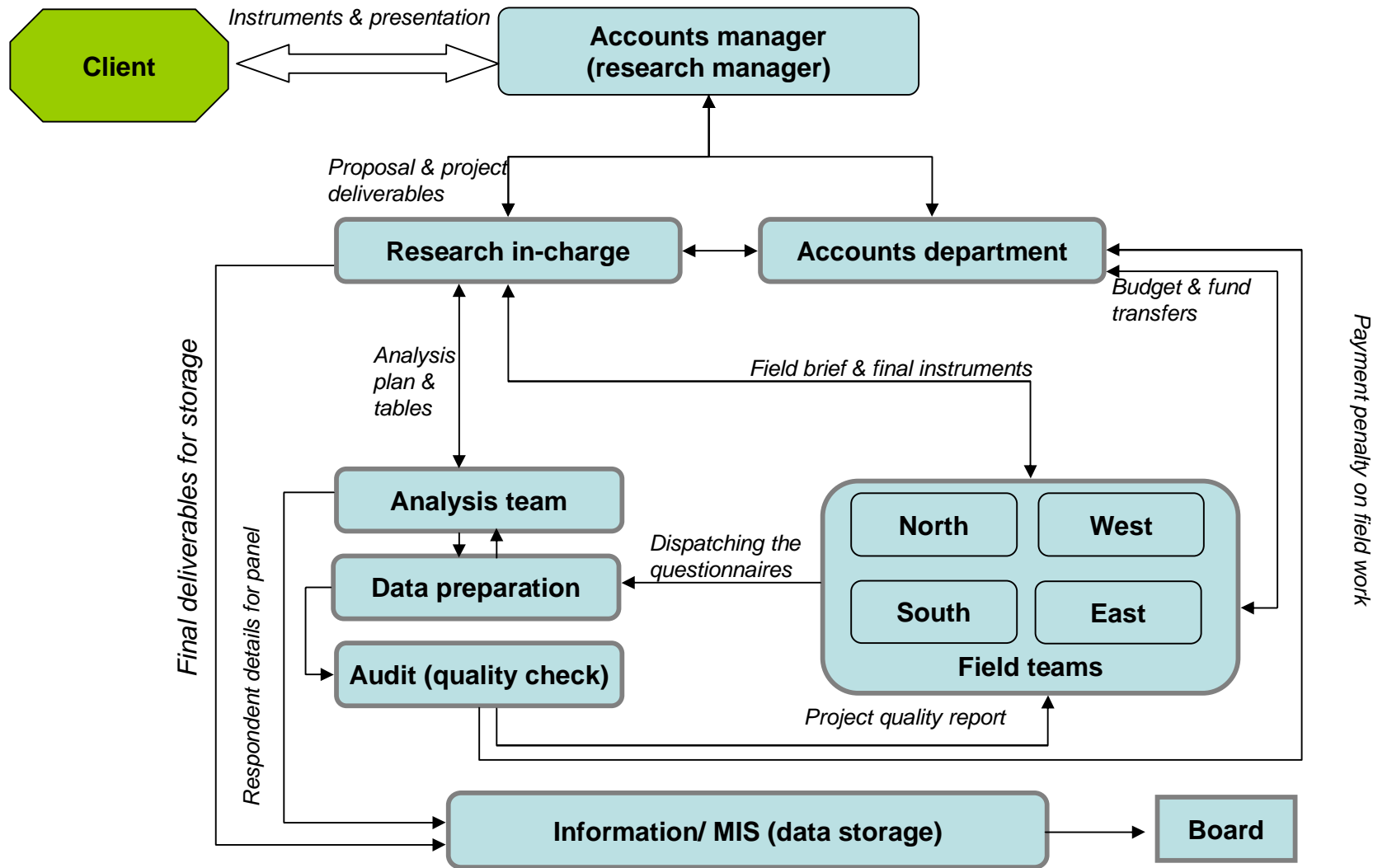
## Processes & protocols for QC@AZR

*A look at processes and process controls maintained at AZR to ensure no noise in data ...*

These aspects put together ensure a 360 degree focus on quality of data collected, analysed and reported.

This document details the processes, protocols & audit checks to ensure that 360 degree quality assurance.

# Project execution flow chart



# Processes & protocols ... Research@AZR

## Research (Project In-charge)

Researcher in charge of a project is the overall project controller. He/she has to ensure that the entire project goes without any hitch and quality of the output is ensured. For this, there are processes & protocols which the researcher has to follow strictly and any deviation is to be reported to the Research Head.

Processes and controls in the process to ensure quality control are related to Field (for data collection) and with Analysis (for data prep and analysis). These protocols are detailed herewith:-



## Research ↔ Field

- ▶ Send EWN (Early Warning Note) to field regarding project & its timelines so that field can start their project planning
- ▶ Prepare research instruments as per the objectives of the research and send the questionnaire to field for translation
- ▶ Take the translated questionnaire from field and check with a back translation done by another researcher / any other language expert
- ▶ Send the questionnaire to client and get feedback from the client on the questionnaire
- ▶ Prepare FBN (Field Brief Note) post finalisation of FM (research instruments) from client
- ▶ Prepare field budget and get approval from accounts
- ▶ Check the 1st lot of questionnaires to assess fieldwork quality and give feedback to field so that the concern is addressed in rest of fieldwork

# Processes & protocols ... Research@AZR



## Research ↔ Data Analysis

- ▶ Send EWN (Early Warning Note) to Analysis team regarding project & its timelines
- ▶ Prepare analysis plan and send to Analysis department – detailing breaks and bases required for specific tables and any higher order analysis required
- ▶ Ask for first cut tabs with part data and analyse data patterns to check if any centre / segment is not giving proper response
- ▶ In case of any concerns seen with the first cut tabs, give appropriate feedback to field or analysis
- ▶ Ask for extra analysis if required from the Analysis
- ▶ If the client wants raw data, the research will collect raw data from the Analysis team in the required format and send it to client



## Research ↔ Data Transcription

- ▶ For qualitative data, we have a team of dedicated transcribers, who transcribe data from audio & video files into text files
- ▶ For complicated requirements, we ensure that 2 transcribers work on every audio / video file to ensure that there is no data loss in the process of transcription

## Research processes

- ▶ After receiving analysed data, the researcher, the researcher works on presentation / report
- ▶ For quantitative projects, the presentation is back checked with raw data by another researcher to ensure there are no errors in data fetching before the presentation is checked by the Research Manager and then shared with the client

## Processes & protocols ... Field@AZR

- ▶ Recruiting / interviewing the respondents as per the target group definition of the project
- ▶ Arrange for field-briefing and mock calls with the 1st cut questionnaire – all interviewers interviewing is observed in mock call stage to ensure no gap in understanding about questions
- ▶ **Scrutinize all the questionnaires** to see any patterns / errors for each interviewer
- ▶ Supervisor to **accompany 10% of calls** with each interviewer
- ▶ **Supervisor to physically back check 30%** of the interviewers
- ▶ **Field executive to back check 10% of interviews** and FM to randomly back check some interviews



## Processes & protocols ... Analysis@AZR

### Data prep (Punching & tabulation)

- ▶ Do **double punching** of data - and accept only the data that completely overlaps. The rest is sent for re-punching
- ▶ Do **logical cleaning** of data – to ensure that any logical error doesn't creep into data
- ▶ Preparing respondent details for audit team

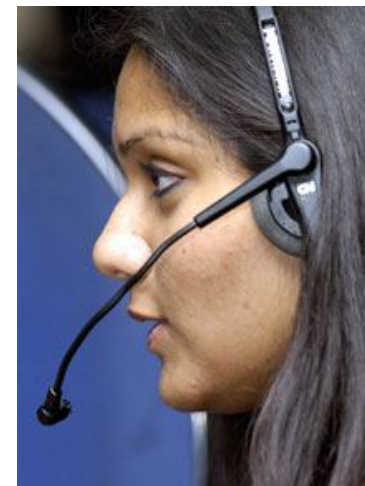
### Analysis (Preparing tabulated results)

- ▶ Sending **the 1st cut tables to research** (i.e. sample outputs)
- ▶ If any abnormal patterns observed in data, bring it to researcher's notice
- ▶ Run tabs as per analysis plan
- ▶ Conduct extra analysis as needed

## Processes & protocols ... Audit@AZR

Audit department is an independent department at AZR which is not a research or field function and reports directly to CFO.

This department calls randomly selected respondents from a central call centre at Bangalore. These respondents are asked some key questions to check the interview was conducted and was conducted with correct profile and lasted for the expected time. This is done for every project. Additionally, in this process, we also check the cell phone / landline numbers of respondents across studies to ensure there is duplication of respondents is not more than as allowed by the project (some projects may have termination criteria of recently interviewed respondents while some may not).



Feedback from this is sent directly to CFO and the field teams are incentivized / penalized on every project basis the report from the audit department.

This regularly conducted on every project and has overtime brought up our fieldwork quality assurance to impeccable levels. Currently on all projects we see 100% correct results in our audits.



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