

AUTOMOTIVE | SIX MARKETS ACROSS ASIA PACIFIC

Operator satisfaction tracker across six Asia Pacific markets

A native-language CATI satisfaction tracker with fleet and transport operators in six markets, recruited from targeted lists.



AT A GLANCE

CLIENT

Bus and coach manufacturer

INDUSTRY

Automotive

MARKET

Six markets across Asia Pacific

METHOD

CATI satisfaction survey, 25 minutes

SAMPLE

180 operator interviews, 30 per market

THE CHALLENGE

A bus and coach manufacturer needed a native-language satisfaction tracker among fleet and transport operators, a dispersed and hard-to-reach B2B audience. With hosting, scripting and data handled by the client, clean list-based recruitment and tight quota control across six markets were everything.

OUR APPROACH

We ran fieldwork only, reaching operators from targeted lists in their own language.

- 1 Recruited operators from targeted lists
- 2 Ran 25-minute structured interviews in each market's language
- 3 Translated materials and briefed interviewers market by market
- 4 Back-checked calls, recorded interviews and controlled quotas live

THE RESULTS

- ✓ 180 operator interviews completed, 30 in each market
- ✓ Native-language fieldwork lifted engagement
- ✓ Back-checks and live quota control held quality across six markets

SERVICES USED

CATI Hard-to-reach audiences Global fieldwork coordination Fieldwork management Quantitative recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.