

ENERGY & UTILITIES | THREE ENGLISH-SPEAKING MARKETS

CATI survey of facility managers across three time zones

Three hundred telephone interviews with facility managers in three English-speaking markets on business energy contracts.



AT A GLANCE

CLIENT

Energy sector research agency

INDUSTRY

Energy & Utilities

MARKET

Three English-speaking markets

METHOD

CATI, 20-minute interviews

SAMPLE

300 completes

TIMELINE

3 weeks

THE CHALLENGE

The study needed facility and operations managers responsible for energy contracts at commercial sites. This audience rarely answers online B2B surveys, so telephone interviewing was the most reliable route.

OUR APPROACH

Our CATI team ran the study in follow-the-sun shifts so every market was called during local business hours.

- 1 Built call lists from business directories matched to the screener
- 2 Trained interviewers on energy terminology before launch
- 3 Monitored live calls and back-checked a share of interviews
- 4 Shared daily quota updates with the client

THE RESULTS

- ✓ 300 completes delivered across the three markets
- ✓ Quotas by site type filled as briefed
- ✓ Daily progress reports through the whole field period

SERVICES USED

CATI

Fieldwork management

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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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.