

TECHNOLOGY & IT | TWO MARKETS ACROSS ASIA PACIFIC AND EUROPE

Senior HR decision-maker interviews in two markets

Twenty-four online in-depth interviews with senior HR leaders who own employee-benefits software decisions, balanced across twelve industries.



AT A GLANCE

CLIENT

Employee-benefits software provider

INDUSTRY

Technology & IT

MARKET

Two markets across Asia Pacific and Europe

METHOD

Online in-depth interviews, 60 minutes

SAMPLE

24 senior HR decision makers, 12 per market

THE CHALLENGE

An employee-benefits software provider needed to understand how HR leaders evaluate, select and buy benefits technology, and what separates a shortlisted vendor from the rest. These buyers are senior, short of time and spread thinly across twelve industries and two organisation-size bands.

OUR APPROACH

We screened hard for decision authority and managed quotas live across industries and company sizes.

- 1 Confirmed decision authority for HR and benefits software before any invite
- 2 Ran 60-minute online interviews fitted around senior calendars
- 3 Tracked quotas live across twelve industries and two size bands
- 4 Applied ESOMAR-aligned screening, verification and clean scheduling

THE RESULTS

- ✓ 24 senior HR interviews completed, 12 per market
- ✓ Verified decision authority protected the integrity of every interview
- ✓ Quotas held across twelve industries and two size bands

SERVICES USED

Qualitative recruitment Hard-to-reach audiences Online data collection Respondent 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.