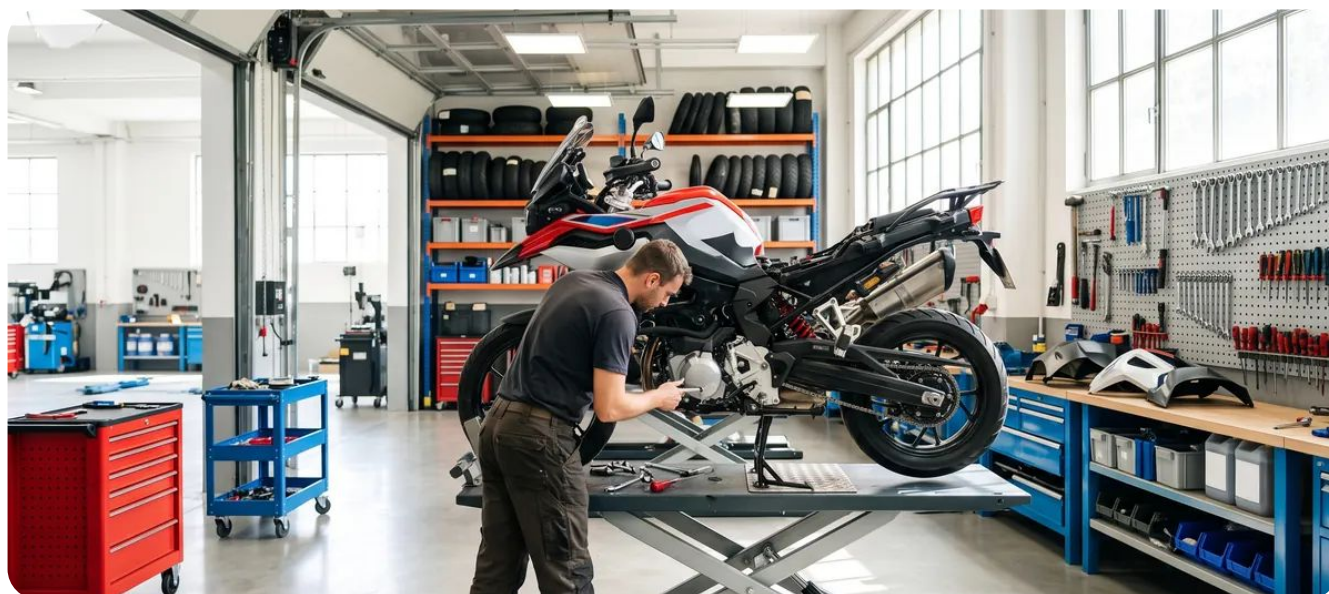


AUTOMOTIVE | FOUR MARKETS ACROSS ASIA AND EUROPE

Workshop mechanic recruitment across four markets

Forty interviews with bike and car workshop mechanics, recruited and scheduled around workshop hours for client moderation.



AT A GLANCE

CLIENT

Automotive aftermarket company

INDUSTRY

Automotive

MARKET

Four markets across Asia and Europe

METHOD

Recruitment for client-moderated interviews, 30 minutes

SAMPLE

40 mechanics, 10 per market

THE CHALLENGE

An automotive aftermarket company needed to interview bike and car workshop mechanics, a hands-on audience that rarely takes part in research. With moderation handled by the client, clean profiling and reliable show rates were everything.

OUR APPROACH

We recruited through specialist trade networks and scheduled every interview around workshop hours.

- 1 Verified working bike and car mechanics to a clear spec
- 2 Scheduled ten interviews per market around workshop hours
- 3 Arranged translators on standby where needed
- 4 Confirmed and reminded every participant to protect attendance

THE RESULTS

- ✓ 40 mechanic interviews, 10 in each market
- ✓ Trade networks reached an audience few panels can
- ✓ Clean recruitment let the client focus on the conversation

SERVICES USED

Respondent recruitment

Qualitative recruitment

Hard-to-reach audiences

Global fieldwork coordination

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.

EMAIL

contact@researchandmetric.com

PHONE

+1 240-980-1551

SEND A BRIEF

researchandmetric.com

30 N Gould St Ste R, Sheridan, WY 82801, US

Client project. Client details are anonymised.