INTRODUCING
Kadence Capabilities

2023

Kadence International

About Kadence

Kadence International

We are Kadence International: the global boutique for data and insight

Kadence International is a global boutique market research agency, with over 27 years' experience.

With offices spanning Asia, Europe and the U.S., we have the global reach of a large agency, combined with the agility and personalized service of a small boutique.

Nimble and flexible, we collaborate across our global network to design and deliver the best research solution to meet your needs.

With award nominations from the key industry bodies in the US, Europe and Asia, we're recognized as a leading market research agency globally.

Our offices in the **UK**, **US** and **Singapore** are our regional hubs.
These Centres for Excellence enable us to conduct research across the regions.

MRS Operations Awards 2019 Finalist Best Data Collection (telephone)

MRS Operations Awards 2019 Finalist Best Data Collection (face-to-face)

MRS Awards 2019 Highly Commended Global Agency of the Year

MRS Operations Awards 2019 Highly Commended Best Training & Development

MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS 2019 GOLD WINNER

2019 WINNER EXCELLENCE AWARDS

2019 WINNER EXCELLENCE AWARDS

Our global footprint makes us the go-to partner for international research

12
OFFICES

10
COUNTRIES

40+
LANGUAGES

27
YEARS OF GLOBAL KNOWLEDGE

17
YEARS OF ASIAN EXPERIENCE

1000+
EMPLOYEES ACROSS THE GLOBE

Thanks to our global network, we have an unrivalled understanding of the cultural nuances that need to be taken into account as part of any global research project.

From navigating local data protection legislation to interpreting research findings through a cultural lens, we've got it covered.

We can support you with research across the length and breadth of India

17+
YEARS IN INDIA

3
FULLY-FLEDGED RESEARCH OFFICES

17
FIELD OFFICES WITH PRESENCE IN **53** LOCATIONS

Kadence service a wide variety of sectors namely, social, quantitative and qualitative. These three specialists departments work independently and in synergy to provide effective, efficient and innovative solutions to our clients

PUBLIC AFFAIRS

Health and Nutrition, WASH, Education, Child Protection, Gender and Sexuality, Skill development and Livelihoods, Human resilience

QUANTITATIVE MARKET RESEARCH

Automotive, FMCG, Telecom, Retail, Pharmaceuticals, Consumer Durables, and Financial Services

QUALITATIVE MARKET RESEARCH

Covers a wide spectrum of Automotive, FMCG, Telecom, Retail, Pharmaceuticals and Consumer Durables

Memberships and Affiliations

ICC INTERNATIONAL CHAMBER OF COMMERCE
ESOMAR WORLD RESEARCH
MRSI The Market Research Society of India

Kadence International

Methodologies Covered

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Types of Research we conduct

By drawing on experts across our global boutique, we make international research easy

SURVEY RESEARCH

Through CAPI, CATI or online surveys, using statistically robust sampling methodologies

EVALUATIONS

Kadence has the expertise of conducting evaluations using various methodologies including quasi-experimental methods and RCT

FORMATIVE

Expertise of conducting need assessment and formative research using theoretical models

MAPPING

Kadence has the strength to conduct large scale facility assessment and mapping studies

METHODOLOGIES

Our deep understanding of the SDGs and the various theoretical models provide us the flexibility to adapt our methods to various thematic areas

We're a trusted partner for a breadth of data collection methodologies

QUALITATIVE

In-depth interview (online/ Offline)

Telephone depth interview

Focus Group (Online/ Offline)

Online community / mobile diary

QUANTITATIVE

Online survey

Telephone interview

Face-to-face survey

Central location testing (CLT)

In home usage testing (IHUT)

WE SUPPORT CLIENTS THROUGHOUT THE FIELDWORK PROCESS

RECRUITMENT

With a long heritage in B2B and hard-to-reach audiences, you can rely on us to build the most targeted sample. Our focus on finding engaged respondents ensures you receive rich and comprehensive data.

EXECUTION

If you're looking for a partner to support you in the field, we employ the best in the business. Our multi-lingual team know how to connect with your audience to uncover the deep insights you need to inform strategy development.

QUALITY CONTROL

From screening respondents right through to post data delivery support, we apply the most stringent quality control processes. You can rely on us to look after the smallest of details, so you can focus on the bigger picture.

We aim to keep everything in-house, maximizing efficient output and ensuring quality control throughout the project

SCRIPTING AND DATA-PROCESSING

All scripting, hosting, and data processing is executed via Kadence's Confirmit servers for efficient and secure handling of information. Skilled specialists consult on complex quantitative analysis and advanced analytics.

FIELDWORK

From our international call centre through to qualitative moderation, we conduct fieldwork ourselves, India and internationally.

ENHANCED QUALITY CONTROL

By keeping all design and analysis in house we complete quality control checks that go beyond the usual checks. We are committed to driving further improvements within the industry.

CREATIVE TEAM

Involved throughout the full cycle of a project, our creative team work with researchers to determine which design formats will best bring to life each individual story; including video, animation and infographics.

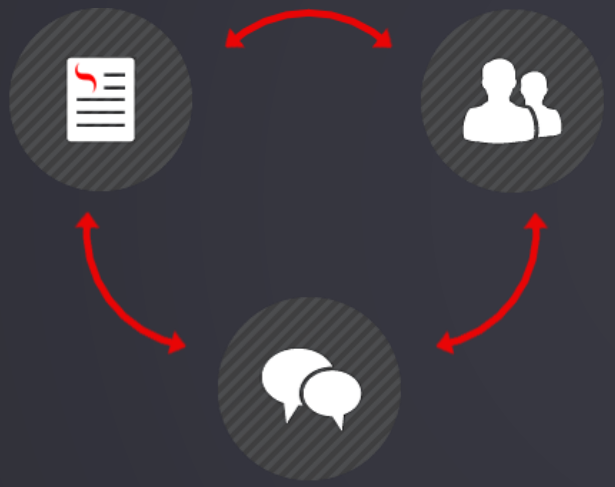
CATI - Infrastructure

Kadence has a ***fully equipped in-house, multi-lingual call centre & web enabled 200+ CATI stations***, making it one of the biggest CATI centres in India!

Our CATI Presence

CATI Centers in 10 Major Metropolitan Cities of India:

- Delhi
- Mumbai
- Bengaluru
- Kolkata
- Lucknow
- Ludhiana
- Hyderabad
- Jaipur
- Chennai
- Cochin



Manpower

Presence of management teams in all centers in India

Permanent Staff: 30

CATI Retainers: 200+

Proficiency in Multiple Languages

Across teams, At all levels – To reach target audience from various regions

Languages					
	English	Hindi	Tamil	Telugu	Marathi
	Kannada	Malayalam	Bengali	Oriya	Gujarati

KADENCE CATI SETUP - SNAPSHOT

Online Panel

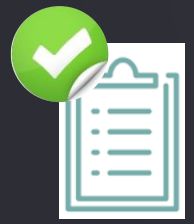
Sources

- Loyalty Panels
- Organic, Open Enrolment Platform
- Networking

Sources help in building Panel

How the panel interviews are conducted

The next stage is to know more of the recruited respondents. The process to understand is given below:



Post finalization of Questionnaire

Programming platform will be used for Scripting the questionnaire
&
Checked by programmer, CS & Client

Final link will be shared to panelists as per the desired TG. Panelists will be incentivized for filling the survey

After data collection, Kadence will ensure the highest level of quality check before sharing the data

CAPI & CATI – Survey Software Program

Survey to Go and **Confirmit** allows us design complex surveys, deploy them on Tablets in Offline mode, capture responses with Geo-location, time stamps and export it in XL format which can be easily loaded into SPSS.

CREATE

- Templates
- Logic and branching
- Validations
- Branding and Logo
- Video, Audio, Pictures
- Multilingual
- 3rd Party Integrations

DEPLOY

- Web (email, browser)
- Mobile (App,HTML5)
- Password protection

CONDUCT

- Geo location
- Date and time
- Voice, Video, Images
- Offline or Online data capture

ANALYZE

- Basic analytic engine
- Basic charting engine
- Export of data to user for further analysis
- APIs

EASE OF USE | **REACH** | **AUTHENTICITY** | **REALTIME**

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Implementation Model

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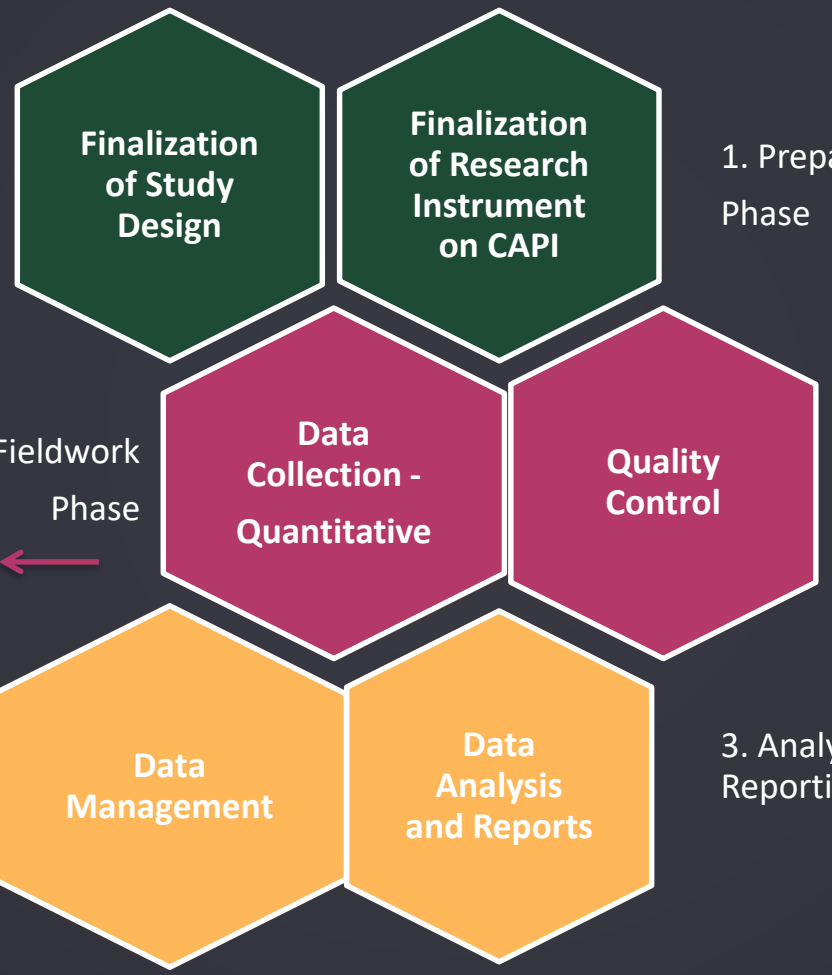
Implementation Plan



1. Preparatory Phase

- Finalization of the study design
- Inception report
- Scripting of research instruments
- Translation of instruments
- Pre-testing of tools

2. Fieldwork Phase

- Recruitment of data collection teams
- Training of data collection teams
- Preparation of route plan
- Preparation of quantitative & qualitative data collection
- Preparation of quality control

3. Analysis and Reporting

- Preparing the analysis program
- Data Management
- Data Tabulation
- Preparation of report

Quality Culture

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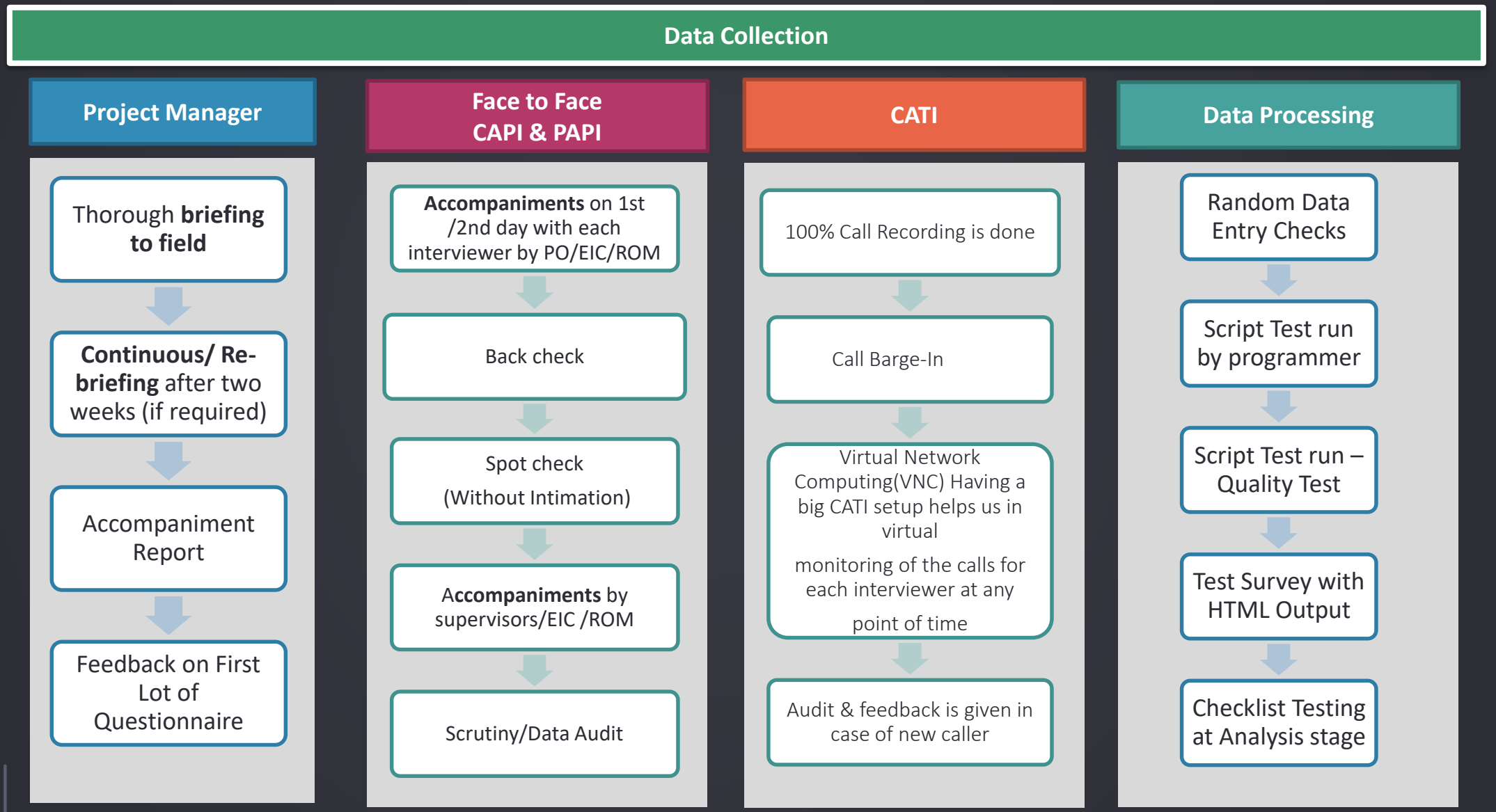
Overall Quality Measures

WALK THROUGH	Internal project meeting is conducted after project confirmation involving all the key members of the project. The goal is to ensure that everyone working on a project fully understands the key objective behind the project, project specification and their role for the assignment
FIELDWORK REVIEW	The data received is reviewed as frequently as possible to obtain correct and best valuable information. Real time call quality auditing to keep a check mark on interviewer/respondent conversation, data accuracy, interpretation of the survey scripts
DATA COLLECTION REVIEW	Final data received is collected and is reviewed by data analysts. Cleaning of open ended responses, logics and interpretation, straight line responses and interview duration anomalies are reviewed and corrected thorough

Data Quality Process – Face to Face & CATI



Data Quality Process

Kadence is committed to ensuring the highest levels of quality and security across every project

IDENTITY VALIDATION

Relevant ID Checks for several "flags" in a browser's meta-data, such as language settings and server settings, that would indicate a likelihood of fraud. These flags are weighted and summed to produce a fraud score. Those with a high score being removed from the study

ID DUPLICATION

Our software prevents respondents from entering the same survey more than once.

DEVICE REPUTATION

We take a step ahead and verify if the respondent's device is not related to any fraud activity in the past.

EMAIL VERIFICATION

Our panelists are recruited using the double opt in system to form a credible panel pool.

PANELLIST VERIFICATONS

Through the unique ID provided at the time of registration, we monitor our panelists' activities and ensure that the inactive members are phased out from participating in surveys and the active members participate in only a limited number of surveys (2-3 on an average) in a month.

Clients Serviced

Kadence International

Some of the Social Sector Clients that we partner with in India…

Kadence International

We are trusted by leading professional services firms to provide them with the data they need to drive decision-making

Thank You

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