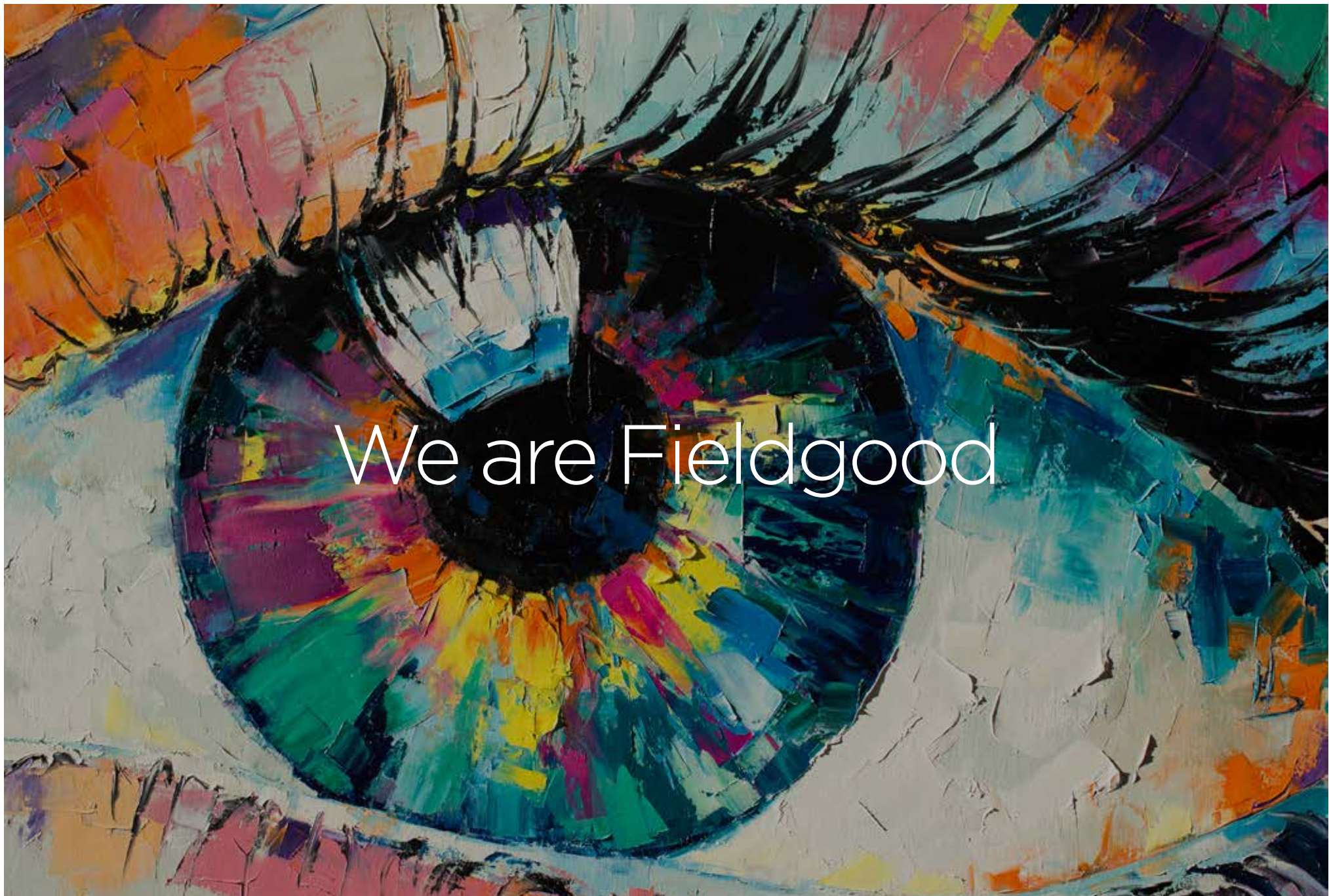




YOUR FIELDWORK PARTNER FOR

MARKETING RESEARCH

CORPORATE OVERVIEW



We are Fieldgood



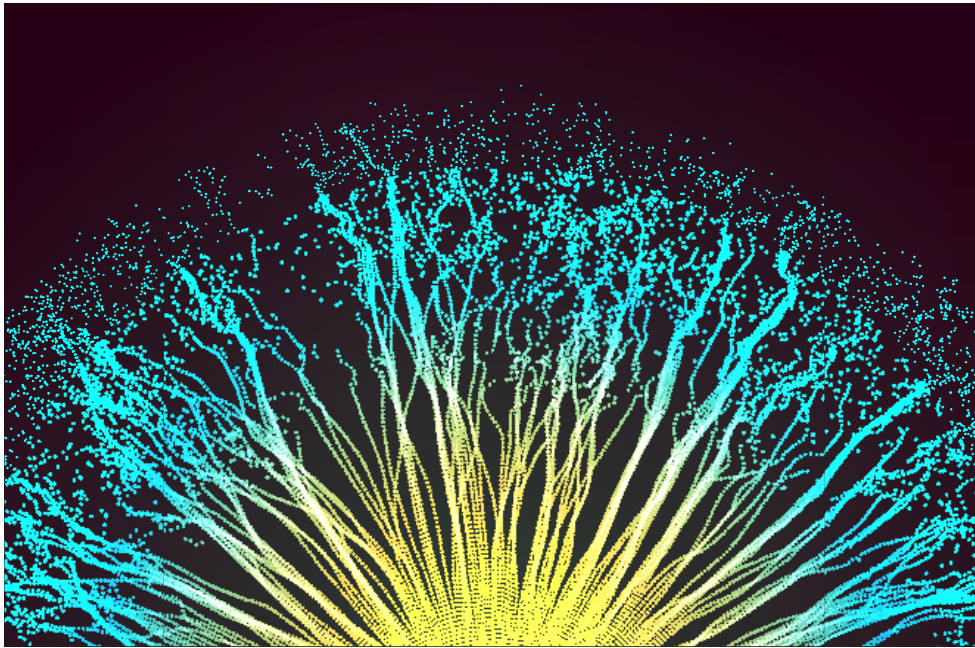
What we do is who we are

More than 30 years of experience in the field and a passion that takes us to continuous improvement. This is **Fieldgood**, a unique player in **fieldwork solutions**.

For two generations we have been working alongside **institutions** and **professionals** in the market research sector. **Both in Italy and abroad**. To them we offer concrete, effective and guaranteed solutions for any type of data collection.

We specialize in **interviews, focus groups, mystery shoppers, product tests, product clinics, listening to the Internet, recruiting and supervising, collecting and managing data and information**.

We do that by using the most reliable and advanced methodologies and technological platforms, making use of the support of competent and motivated professionals.



We cover the entire Italian territory with a network of over **500 interviewers**, allowing us to answer any kind of question, **anywhere**.

Our priorities are **quality control** and respect for **timing**, we have real-time solutions to every possible difficulty.

We work in compliance with the laws, the **protection of sensitive data**, the code of ethics and the quality standards articulated by **Assirm** and **Cerqua**.





We are people who listen to people



TEAM

The key driver in every fieldwork:
the human factor.

For us, **human qualities** come first. We have always worked on creating a work environment where serenity, respect and collaboration are mutually shared values and at the basis of our interactions. This is our strength because only motivated people have the ability to overcome the inevitable difficulties that this profession asks us to face.

We are currently **over 30 professionals** in Fieldgood. Each of us has consolidated expertise gained in primary research structures, both internationally and locally.

We believe in **continuous training**, both for staff and collaborators, who grow with us becoming specialists in their sector.



RECRUITMENT

We always
listen to
the right people.

Today market research is fundamental for the development of brands and products. But in order for it to be really useful it is necessary for research to be carried out professionally in all aspects.

Our hallmark skill is the **recruitment of particular investigation targets**: we always provide our interlocutors with figures that meet expectations and specific needs.



There is no place like home

The more you feel **at home**,
the more **authentic** you are.

The **location is important** for obtaining the best results in market research.

Our proprietary locations in **Milan** and **Catania** are equipped with state of the art technologies and personalised right down to the smallest detail to feel you at home.

We have selected spaces for focus groups, workshops and test centres in the **main Italian cities**, through consolidated partnerships.



From north to south, a [single partner](#) for those who require quality without compromise in the [organization](#) of national-wide fieldworks.

A multifunctional location equipped for **focus groups**, **workshops**, **test centers**, **meetings** and **briefings**, easy reaching, equipped with the most advanced technologies with large and comfortable spaces.

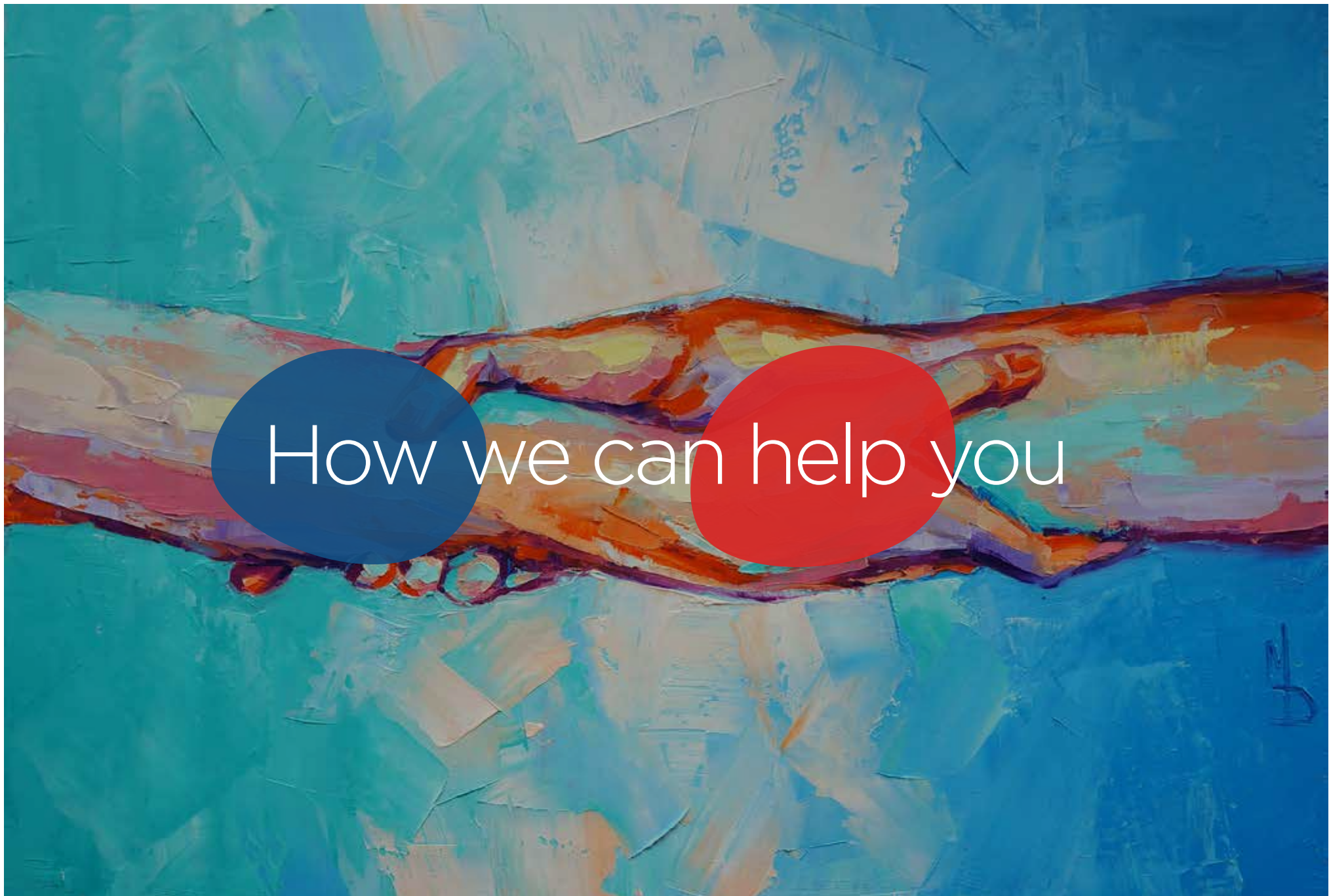
A point of reference to guarantee to our customers the quality of ever and to be even faster, more organized, effective and also close.

EQUIPMENT AND SERVICES OFFERED

- Room for audio and video recording.
- Coffee Break and Catering also for intolerant, vegan.
- Cooking Room.
- Air-conditioned rooms.
- Double Wi-Fi with back-up line.
- Photocopies BW / Color (A5, A4, A3, A3+).
- Board and Concept printing service.
- Storage and distribution of products.
- Purchase of gifts.
- Shelves, fridges, freezers.
- Board and concept displays.
- Product displays.
- Car garage.

THE WORKS THAT ARE CARRIED OUT IN OUR HEADQUARTER CAN BE FOLLOWED BY

- Observers' Room with One-Way mirror.
- Our other interconnected rooms with closed circuit.
- Web Streaming.
- Waiting room.



How we can help you

QUALITATIVE FIELD

MACRO AREAS OF INTEREST

FINANCE

AUTOMOTIVE/MOBILITY

PHARMA/HEALTH CARE

TELECOM

FOOD

BEAUTY/PERSONAL CARE

LUXURY

ENERGY

GAMES

...

We know how to capture **every nuance**.

Understanding the motivations, trends and opinions of consumers or potential buyers with qualitative research is a very delicate job. Therefore Fieldgood gives every detail due importance, **we plan** precisely, **we select** the samples of respondents and **we offer** locations where everyone feels comfortable.

The objective of the qualitative field is to aid the research in **understanding the motivations underlying** user attitudes, behaviours and attitudes. It studies the activities, the contexts of use, needs, but also expectations or non-expectations. It is based not only on what people say, but tries to look deeper, and also map what they do and think.

Qualitative surveys are conducted using a small sample of individuals. They generate qualitative data that cannot be analysed using a statistical or mathematical method. They interpret information and inspirations collected with respect to the project objectives and according to the **sensitivity of the researcher**.

THE TEAM

Our qualitative team is coordinated by 3 field seniors in Milan and Catania. We have gained significant experience, both locally and internationally, on complex projects and recruitments.

QUANTITATIVE FIELD

MACRO AREAS OF INTEREST

[FINANCE](#)[AUTOMOTIVE/MOBILITY](#)[PHARMA/HEALTH CARE](#)[TELECOM](#)[FOOD](#)[BEAUTY/PERSONAL CARE](#)[LUXURY](#)[ENERGY](#)[GAMES](#)[...](#)

Everything you need for [listening](#).

We select the most representative samples and propose the most suitable methodologies so that you can **obtain truly representative data**. We offer the best logistical support for interviews, whatever the methodology. We take care of every aspect of the quantitative field, from the initial brief to the delivery of the collected feedback.

We are able to conduct interviews on a **random sample of individuals**, or a **selection based** on a predefined target (age, gender, consumption, income, common size, etc.). We administer structured or semi-structured questionnaires with mainly closed questions.

There are also several methods used for the administration of the questionnaire: from personal interviews (CAPI) telephone (CATI) to web (CAWI).

THE TEAM

Our quantitative team is coordinated by 4 field seniors in Milan and Catania. We have gained significant experience, also internationally, on complex projects and recruitments. We take advantage of the collaboration of over 500 interviewers and supervisors throughout the country to ensure complete project outsourcing.

MYSTERY SHOPPING

THE MAIN MERCHANDISE EXPERIENCE SECTORS

CONSUMER

AUTOMOTIVE/MOBILITY

PHARMA/HEALTH CARE

TELECOM

BANK/FINANCE

FOOD/GDO

BEAUTY/PERSONAL CARE

GAMES/BET

...

The customer experience, a [mystery unveiled](#).

Having satisfied, loyal customers is more important than ever today. In order to understand how to achieve this objective it is important to **find out what happens** when a customer enters a store or requests a service. At Fieldgood we know how to tell you truthfully how a store, a service, or a shopping experience is perceived.

It is a strategic tool adopted by **companies** or **public bodies** whose aim is to improve staff performance and customer satisfaction.

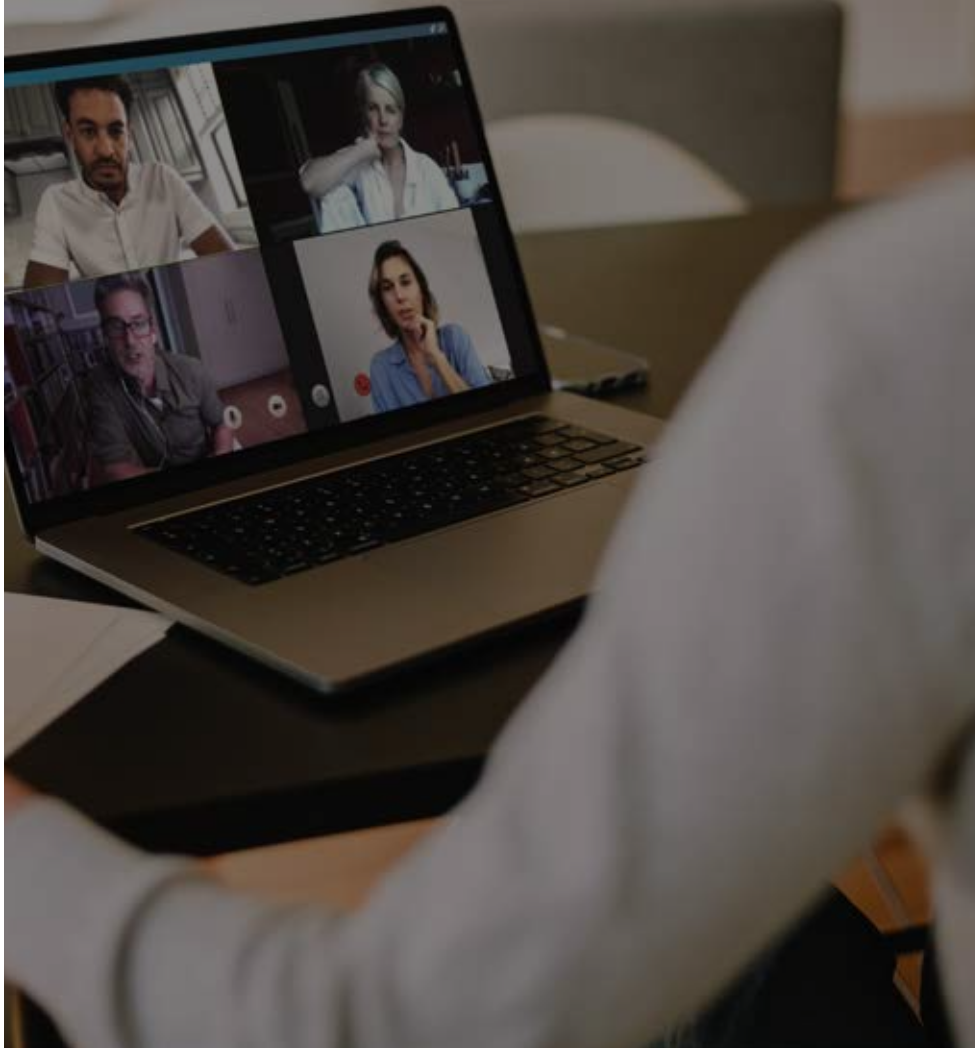
THE TEAM

The Mystery team is coordinated by 3 project managers in Milan and Catania, all with significant specific experience, including in the management of on-going international projects. They evaluate the feasibility of each project together with the customer and define the operating procedures.

A unique team of Mystery Shoppers in Italy made up exclusively of highly profiled professionals.

- 2 Recruiters
- 2 Field managers
- 7 Controllers
- 5 Area supervisors
- Over 350 Mystery Shoppers trained and distributed throughout the country.

MEETINGGOOD

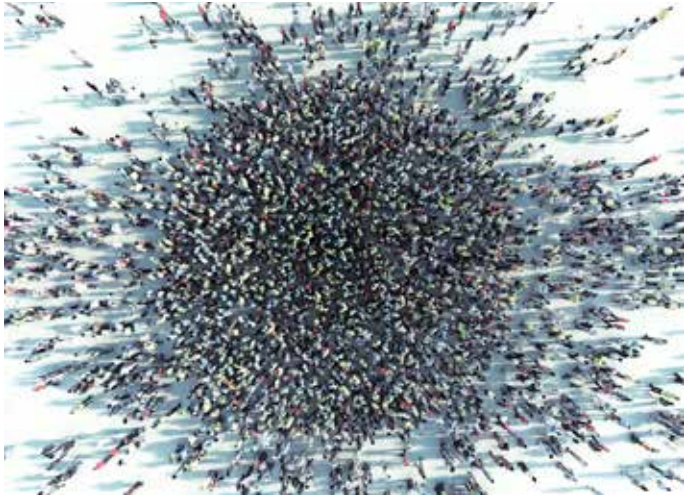


Even far away **as live.**

Keeping up with the times and offering innovative solutions is one of our priorities. For this reason, alongside with traditional field solutions we offer **Meetinggood**, a virtual room service for focus groups and individual interviews web based.

Modes evolve, **fieldworks quality is always maintained.**





RECRUITING

We start from the most important factor:
a **quality prime material**.

Recruiting is the heart of all fieldwork. It is the starting point of our work and the aspect for which Fieldgood has always stood out: **the quality of the human factor** of its fields. In this way we are able to offer a real sample that is virtually superimposable over the ideal sample formulated by our clients.

- The databases are managed internally with the utmost accuracy and confidentiality.
- A consolidated network of recruiters that covers the entire national territory.
- Guarantee to recruit any particular investigation targets and a large number of fresh respondents.
- Compliant to the directives dictated by the General Data Protection Regulation (GDPR) and by the Italian ASSIRM Association (the Quality Code Standards of Market and CerQua Research).



SUPERVISION

Quality is born from control.

The supervision of the interviewers is a fundamental element of fieldwork. It determines the **quality of the data collected** and allows interviewers to have real-time support in case of unexpected events.

- Selection and coordination of collaborators.
- Identification of the most suitable resources for each job.
- Selection, training and coaching of new team resources.
- Knowledge of the territory and the most suitable locations.
- Interface between client institute and interviewers (reception of briefs and organization of briefings).
- Receiving and checking research material and managing its distribution.
- Constant supervision of the work of the interviewers.
- Quality controls in the field.
- Project closure report.



SPECIAL SERVICES

A single partner looking after everything: [us](#).

Always flanking our clients also means offering a 360° service. We also handle fieldwork support services with punctuality and precision. In optimal management, the details from start to finish of a project are what make the difference. These also allow for the truly relevant data collection.

- Data management and script charting.
- Purchase of complimentary gifts.
- Finding and purchasing products.
- Logistic management and shipment of products for testing.
- Hotel reservations, travel and transfers.
- Special dietary needs.
- Other special requests.



SOCIAL CARE

Always listening, even to [Social Networks](#).

Our Social Care service helps **strengthen reputation** and **brand image**. In fact, it activates a positive and effective word of mouth and generates the satisfaction of users and clients for the level of service offered. Thanks to listening, interception and receipt of requests, our clients have **evidenced the most recurring themes in real time**. A useful tool to keep improving customer satisfaction.

- Definition of the communication strategy.
- Oversee the possible direct contact of respondents for the resolution of problems in critical cases.
- Management of the comments and requests posted in public and / or privately.
- Competent and duly trained staff.
- We are always in, listening to the channels and publish responses throughout the day. Including, when necessary, weekends and holidays.



OUR PREMISES

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