



Asplor Research Vets Panel Book

2020

Asplor Research Private Limited

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Call us at +91 11 4905 9013 or simply email us at info@asplor.com.

You can reach us anytime including nights and weekends.

Asplor Research Private Limited

About us:

Asplor Research provides global sampling and data collection service to clients and market research firms. We make survey incredibly easy for the audiences and provide high quality data collection service. Our passion is to create an easy to assess platform for clients as well as respondents to gather high quality response and superior results.

We are trusted global partner for Digital data collection, our innovative technology and sampling methodologies provide deep understanding of consumer's opinions and behaviors. We believe in that the client should be able to contact the human being to get a question answered, we are available everyday, after hours, on weekends and holidays to answer your queries over phone or mail to ensure that project will be executed flawlessly.

We are very unique in online market research with our own panels in 27 countries and partnerships with local panel providers in 10 countries provide us the freedom to provide customized solution for you, we work to ensure that right respondent will be available for right project, we provide the highest quality and most cost effective sampling in shortest possible time.

Our sampling methods and panels are built upon sophisticated technology, honest communication and respectful compensation to encourage participation, increase the response rate and to deliver high quality results.

Our comprehensive products and offerings offers the tools and service needed to generate dependable results across the consumer, B2B, financial, Healthcare and specialty business segments. We provide our panel service across India, South East Asia, Middle East and African countries with local experience and talent across the regions.

Online Sampling	Qualitative Online sampling	Community Research
Qualitative Recruitment	Usability Testing	Online Focus Groups
Product and Concept Testing	Brand tracking	Mobile Research
Offline data collection	Panel management	Online Bulletin Boards

Why work with Asplor Research:

We care about respondents:

A good respondent for a project is limited resource and essential element for any successful project, we respect and treat each and every respondent as valuable research partner and thereby increasing the higher quality response and deep and valuable insights for our clients, we have very high experience in creating and building panels and we developed engagement strategies the keep our respondent satisfied and increase loyalty.

We ensure quality and validity:

Our respondent validation and quality management procedure include double opt in registration process, digital fingerprinting, identity verification and categorization on past participation will ensure quality at every step of project. We identify speeders, Flat-liners and non-responders from our panel and exclude them from surveys to ensure quality.

Perfection:

Our expert and smart sampling team work actively on project and with clients and manage the project proactively, our goal is to simplify the sampling process regardless of how difficult is to find specific targets and provide you with perfect sample with flawless results.

Optimal Outcome:

We correctly match the respondents to the study to ensure that the study will run as expected in budget and on time. We combine our strength and skills of our people to push them beyond the accepted outcome and to deliver you exceptional and optimal outcome.

Unified Platform:

Our sampling and survey services will allow you to complete the research project end-to-end with one point of contact.

Panel Segmentation:

We segment our panelists according to their demographic and background information and we collect considerable amount of data point from respondents to segment them accordingly.

Participation control:

We remove bad panelist frequently to eliminate fatigue and bias responses in data collection through our various tools for quality control with high level of sampling filters.

High response rate:

We ensure that only panelists who are eager and interested in responding will remain in our panels, we follow rigorous registration process to validate new members and continuous profile update from active members to get high response rate.

Key targeting:

Our team is highly skilled and dedicated to understand the client needs, we provide the difficult recruitments of KOLs to industry leaders to ensure research target will remain as intended.

Panel Recruitment and Management

Respondent First:

Asplor Research believes in good sampling and powerful research outcomes with engaged survey respondents, our panel members are highly engaged which give us higher rating on satisfaction and respondent are willing to participate in survey and provide much needed valuable insights for clients.

Technology First:

We use latest panel platform technology using the most innovative research quality techniques and technology in the industry, we keep our panel platform independent and it is designed to encourage positive survey experience and redefined how respondents communicate while taking the survey.

Our panel platform is easy to use with clean, consistent and intuitive interface that allows our respondents to participate in survey from any medium (Online, Mobile or offline). Our modern approach enables us to keep respondent motivated and retained.

Simple recruitment process:

Our panel recruitment is very straight forward and during recruitment we clearly defines the process and goals of the recruitment. Every communication with respondent during recruitment and panel membership is straight forward and transparent. Our panelists have easy access to their profiles, our privacy policy and terms and condition for the use.

Quality:

The quality of the survey data relies on many different factors like finding a panelist who is interested in market research and excluding the panelists who are no longer active and as well as the survey script and type. We take numerous steps to ensure quality with process starting at the panelist recruitment level to the survey completion.

The quality control process start with recruitment:

Double opt-in recruitment:




All of our panel members are screened through double opt-in recruitment process, in which when a panelists register themselves on our website we send them confirmation link to confirm their email id and follow-up mail after registration.

Our recruitment process as follows:

- Step 1:** After registration completion need to confirm all the verification process like name, age & address
- Step 2:** Respondents are required to confirm their mail id and double opt-in process.
- Step 3:** Each new recruited respondent is kept as new member till their first survey completion and quality markers are also checked in their first survey.

Quality and accuracy:

Respondent integrity is very critical step in panel building, we apply new and sophisticated technology to ensure the data we deliver to our client is of very high quality and reliable.

		
<p>Full authentication of respondents</p>	<p>Matched respondnets</p>	<p>Proven Consistency</p>
<ul style="list-style-type: none"> Digital Fingerprinting Source certification Verification Geo-IP-Control Time stamps Questionnaire Quality control Reward clain authentication 	<ul style="list-style-type: none"> Real time profiling Questions authentication Customized incetivization 	<ul style="list-style-type: none"> Tools to provide consistent data Multiple quality control Active monitoring

Blacklisted Sources:

The recruitment sources are rigorously screened periodically and the grading is done on the basis of recruitment quality.

Suspicious ISPs:

We actively monitor and block survey panelist coming from suspicious internet service provider and hosting companies.

Proxy traffic:

We actively monitor and block proxy sourced traffic like those who are trying to mask their origin and block them.

Cookie Tests:

Cookies help us to identify whether respondent has already completed the survey or not from same device. Cookies enable us to monitor the devices.

IP address:

We actively monitor and note the IPs used for the survey, overused IP addresses are blocked from taking the survey.

Geo IP verification:

We can actively get the respondent location from IP address they are having from ISPs, the process allows us to actively verify the geo-location of respondent before taking the survey.

Profile data quality:

Profile data quality is actively monitored for any suspicious activities and irrelevant behaviors.

Behavioral monitoring:

We use our tools to actively monitor individual panelist movements like completion speeds, click activity and inconsistent responses. These respondents are flagged for quality checks.

Veterinarians Panels India Distribution:

States	Total Number of Database	Animal Husbandry Dairying & Fisheries	Animal Companion
A P & Telangana	500	300	200
Chandigarh	440	230	210
Delhi NCR	1550	350	1200
Gujarat	280	50	230
Haryana	320	60	260
Karnataka	1080	230	850
Kerala	310	60	250
Madhya Pradesh	400	180	220
Maharashtra	1480	460	1020
Odisha (Orissa)	260	40	220
Punjab	500	170	330
Rajasthan	320	180	320
Tamil Nadu	660	220	440
Uttarakhand	350	50	400
Uttar Pradesh	840	150	690
West Bengal	710	220	490
Total	983	260	723

Status of Database in Other Countries for Vets:

Country	Numbers of Database Available
Singapore	1000
Australia	1500
New Zealand	1300
KSA	750
UAE	900
Indonesia	950
Vietnam	1280
Thailand	1000
Kenya	2500
African Region	14000

Panel Profiling Data Points:

- Name
- Address
- Country
- Email Address
- Phone Number
- Gender:
- Male
- Female

What is the highest level of education you have completed?

- Some high school or less
- High school graduate
- Some college/two-year college degree
- College degree
- Postgraduate work or degree

Degree in Animal Health

- Bachelors
- Post Graduate

Which of the following best describes your employment status?

- Employed full-time
- Employed part-time
- Not employed
- Student
- Retired

Currently handling Animals Specialties

- Work from Clinic
- Work from Hospital
- Combination of both

Which of the following methods do you use MOST OFTEN to access the Internet?

- Mobile broadband
- Fiber line Broadband
- Cable modem
- DSL service
- WiFi
- Other

Some Key takeaways from Our Panel Database:

Specialty Animals	Percentage Distribution
Animal Husbandry Dairying & Fisheries	26%
Companion Animal	74%

Qualifications	Percentage Distribution
Graduate	60%
Post Graduate	40%

Experience	Percentage Distribution
0-5 Years	48%
5 - 10 Years	22%
10 - 15 Years	9%
15 - 20 Years	13%
Above 20 Years	8%

Age Distribution	Percentage Distribution
20 - 30 Years	52%
30 - 40 Years	22%
40 - 50 Years	19%
Above 50 Years of Age	7%

Employment Type	Percentage Distribution
Works in Private Sector	70%
Works in Government sector	30%

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Asplor Research: Results You Can Trust