Mobile FAQ Webinar

October 22nd 2020

Housekeeping

Questions can be entered in the chat or Q&A box

We will send a recording after the webinar

Please take our 3 question post-webinar survey (link in chat)

Speakers

Christine Mueni
Business Development
Lead, East Africa

Scott Lansell
VP, International
Development & Relief

King Beach
Director, Solutions

GeoPoll

Agenda

1. Welcome and introduction (2 mins)

2. **GeoPoll overview (5 mins) – Christine**

3. Mobile modes (10 mins) – Scott

4. Spotlight on CATI (5 mins) – King

5. Discussion/Q & A (20 mins)

GeoPoll

NAIROBI | ACCRA | LAGOS | JOBURG

GeoPoll Company Overview

Since establishment in 2012, GeoPoll has quickly grown into the leading research provider in Africa for brands, media agencies, and international development agencies.

80+ employees in offices around the world:
Denver | Washington D.C. | London | Accra | Lagos | Nairobi | Johannesburg

iGeoPoll

The Leading Mobile Research Platform

Completed Projects
Inquire for more information
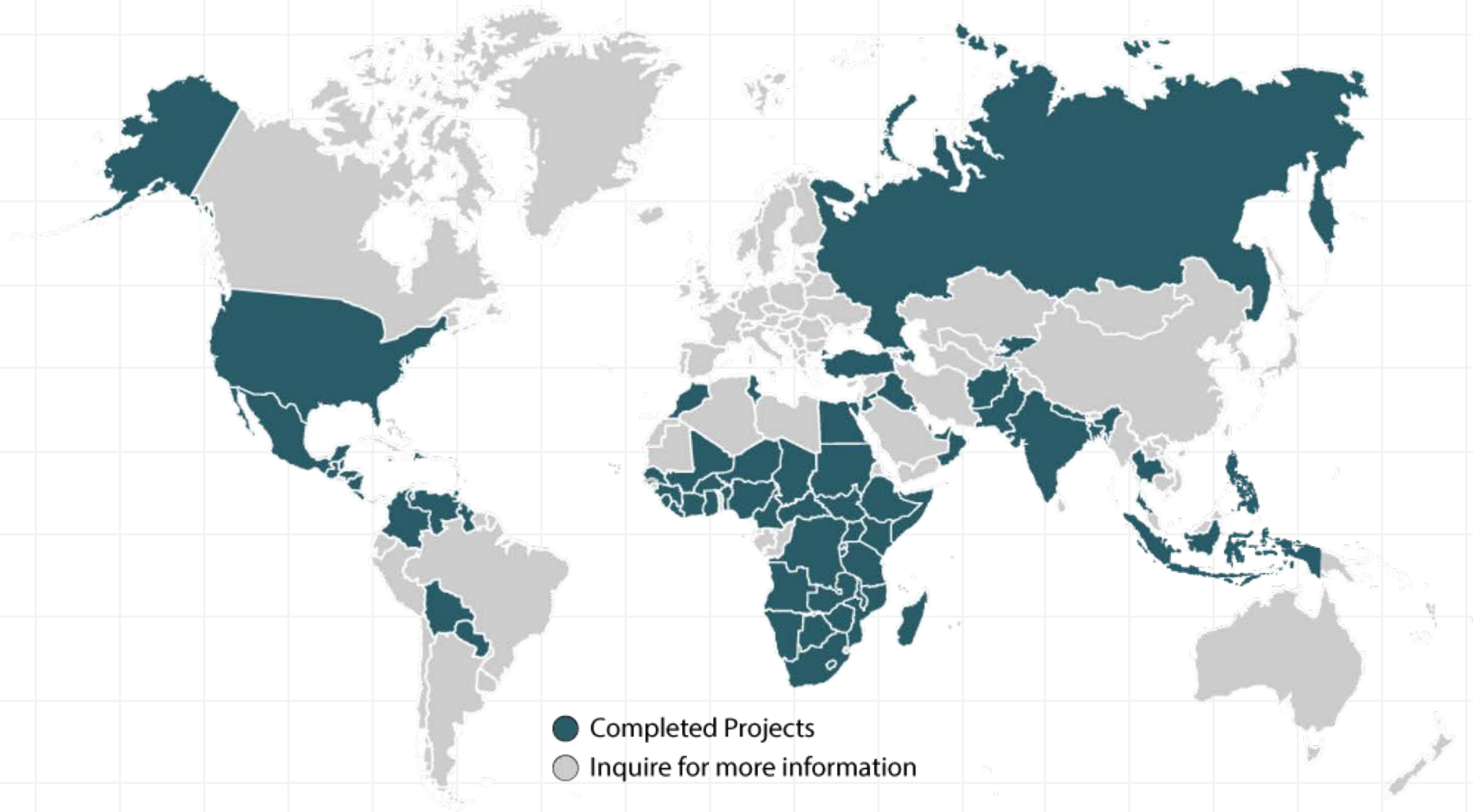
5
MILLION
PROFILED
RESPONDENTS

10+
MILLION
INTERVIEWS
PER YEAR

250
MILLION
TOTAL
MOBILE
SUBSCRIBERS

GeoPoll

Advantages of GeoPoll's Mobile Methodology

MULTI-MODAL

Multiple survey modes to choose from that fit various types of project needs

REPRESENTATIVE

Can reach respondents across SECs because of the financial accessibility of basic phone technology

REMOTE

Remote data collection saves time and money. Allows for research in countries with poor transportation infrastructure

TARGETED

Hyperlocal targeting options allow GeoPoll to reach extremely granular audiences and specific demographic/interest groups

GeoPoll
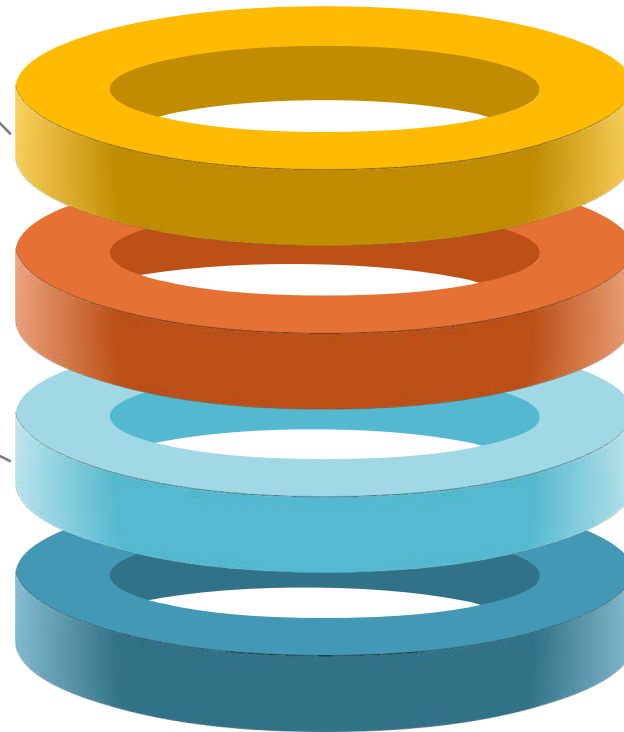
Multiple Survey Modes

Short Message Service (SMS)

Telephone Interviews

Mobile Application

Mobile Web

Mobile-based Focus Groups

In-Person Interviews

Who We Work With

Short Message Service (SMS)

CAPABILITIES
2-way SMS surveys allow for survey questions to be sent and answers to be received in real-time

QUESTION TYPES
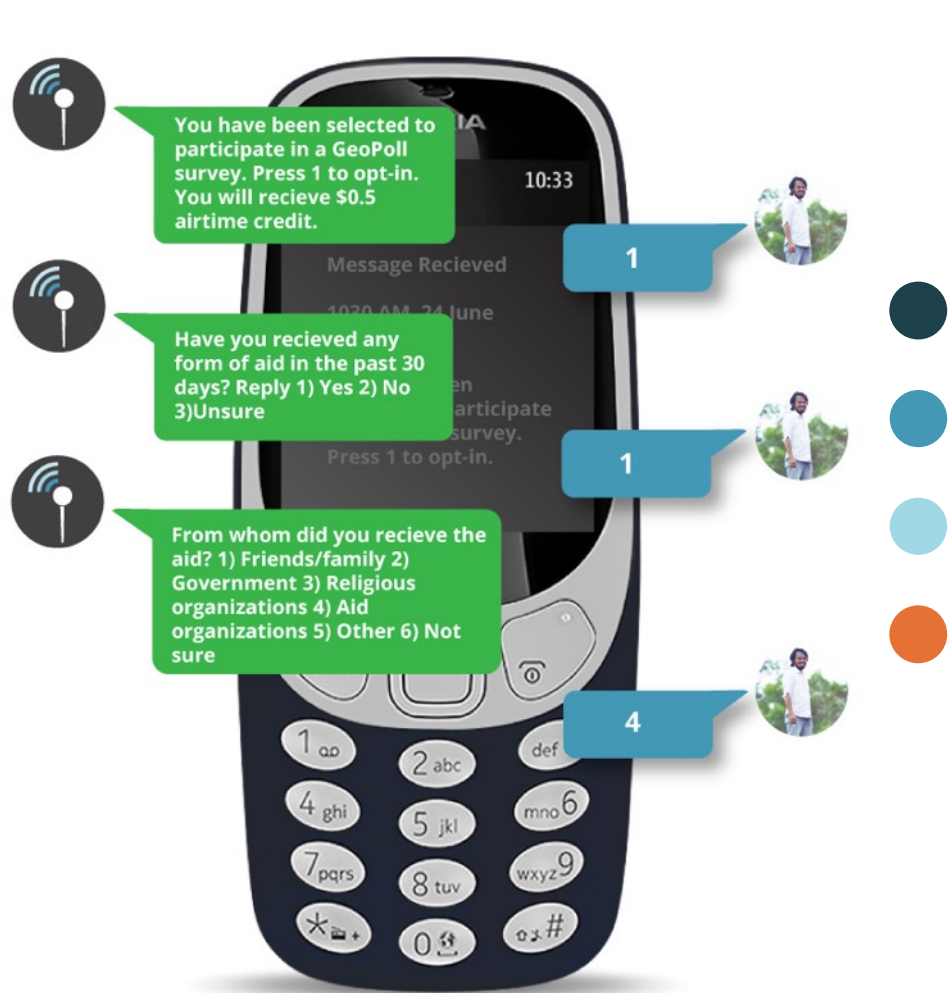Allows for multiple question types, including multiple choice, rating, and open-ended

REACH
SMS surveys can reach any mobile phone, even those that are turned off or out of service range

RESPONDENT COST AND INCENTIVES
SMS surveys are administered via a zero-rated shortcode and are free to respondents . Airtime credit incentives provided immediately upon completion

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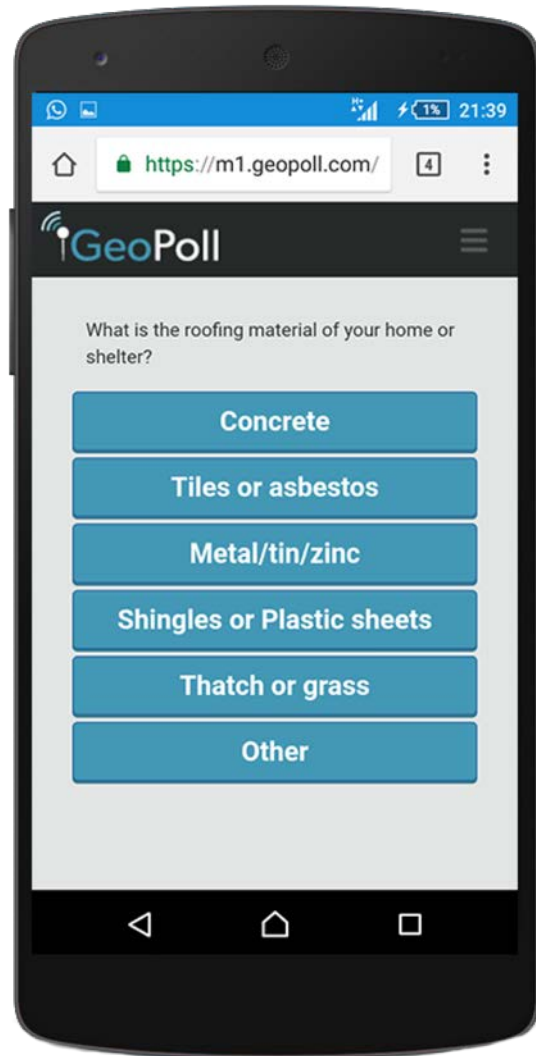
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Mobile Web

CAPABILITIES
Send your own link-based survey to GeoPoll respondents or program a web survey through GeoPoll's platform

QUESTION TYPES
GeoPoll's web platform supports multiple question types including matrix, MaxDiff, and video/picture questions

REACH
Mobile web surveys can reach anyone with an internet-enabled phone

INCENTIVES
GeoPoll can administer mobile web respondents with immediate incentives in most GeoPoll countries

Computer Assisted Telephone Interviewing

CAPABILITIES
Trained interviewers administer voice-call surveys which can be longer than other remote methodologies

QUESTION TYPES
Most question types supported, rich open-ended data can be collected

REACH
Can reach any mobile phone owners, including those who are illiterate and in low-income areas

RESPONDENT COST AND INCENTIVES
Airtime credit incentives provided immediately upon survey completion

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Interactive Voice Response

CAPABILITIES

Automated voice calls are initiated by GeoPoll and respondents key in responses through their dialpad

QUESTION TYPES

Can support multiple choice, rating, and open-ended questions

REACH

Can reach any mobile phone owners, including those who are illiterate and in low-income areas

INCENTIVES

Airtime credit incentives provided immediately upon survey completion

Key Differences Between Modes

Voice calls

Online Modes

Mobile Mode Characteristics	Face to Face (CAPI	CATI	IVR	SMS	Mobile Web	Mobile App	Mobile focus group
Self Administered	✗	✗	✓	✓	✓	✓	✗
Interviewer Administered	✓	✓	✗	✗	✗	✗	✓
Reaches Illiterate Populations	✓	✓	✗	✗	✗	✗	✗
Works on All Mobile Phone Types	n/a	✓	✓	✓	✗	✗	✗
Questionnaire Length	Long	Long	Short	Short	Medium	Medium	n/a
Support for Qualitative Data	Strong	Strong	Weak	Limited	Limited	Limited	Strong
Supports Visual Aids	✓	✗	✗	✗	✓	✓	✓
Supports Audio Aids	✓	✓	✓	✗	✓	✓	✓

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Spotlight on CATI

Similarities to Face-to-Face Interviews:

- Uses trained interviewers
- Allows for probing for quality responses
- Questionnaire length can be longer than other remote methods

Considerations:

- Reaches mobile-owning populations
- Interviewers must be trained and monitored
- May see country-specific nuances when conducting interviews

Transitioning from Face to Face to Computer Assisted Telephone Interviewing

Assess Project Needs
- Target population
- Sample size
- Project goals
- Survey length
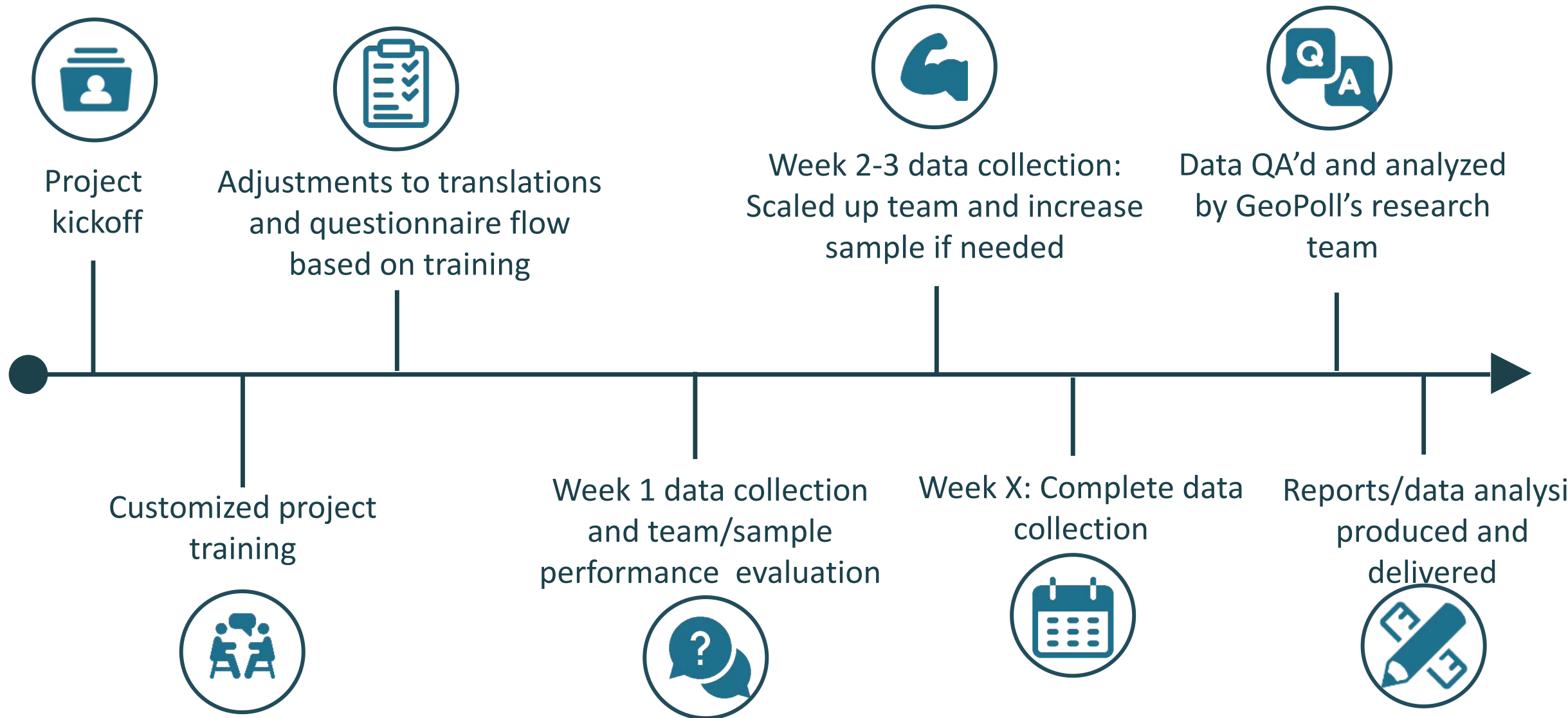- Budget

Design Questionnaire
- Weigh benefits of SMS, voice call, other modes
- Adapt questionnaire to chosen mode

Launch Project and Analyze Data
- Once launched GeoPoll's team monitors data collection
- Our research team cleans and analyzes data

GeoPoll's CATI Process

Frequently Asked Questions

- Do all of these modes require smartphones? Do they require phone access? – King
- What are your sources of sample? - Scott
- What do response rates look like for mobile surveys? - Scott
- Are there types of surveys that don't fit within remote data collection? – Christine
- How do you maintain quality across multiple call centers? How do we maintain quality with remote call centers? – King
- How are we accommodating COVID? Are call centers working in person? – King

Open Question & Answers

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