



QUALITY FIELD AND TABULATION SERVICES

INTRODUCTION



National Field Services is one of the leading and most experienced Field and Tabulation consultancies in Australia, providing nationwide specialised market and social research solutions.

Since 1985 we have been setting the standard in data collection and client consultancy. We work with clients from both the public and private sectors to provide quality and reliable data to help them understand their audience and make informed decisions for the future.

We are committed to operational excellence and superior client advice and consultancy. National Field Services is renowned for collecting accurate, reliable and cost effective data across all research methodologies. This is maintained by using industry leading technologies wherever appropriate in the provision of our fieldwork and tabulation services.

National Field Services has Australia-wide data collection capabilities including one of Australia's largest CATI centres with over 130 CATI stations. Our fieldwork services cover all aspects of research needs – CATI, recruitment, room facilities, face-to-face interviewing, online and more. Our data processing and analysis teams deliver the quality

that client's require.

Being able to add value to our clients' research outcomes summarises our philosophy and drives our committed, experienced team.

All our services are Australian based and are conducted in-house ensuring quality and privacy standards are maintained throughout the duration of your study and beyond.

What we specialise in :

- Telephone Interviewing (CATI)
- Face to Face Interviewing
- Online research
- Qualitative Recruitment
- Data Processing
- Focus Group Room and Facilities Hire

These services can be adapted to undertake small or large scale studies dependent to your needs, including all levels of sampling complexity, weighting and statistical analysis.

We have a reputation for quality survey development, design and management, as experts in our industry and at being able to provide precise, user friendly and relevant data.

Melbourne

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Sydney

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COMPUTER AIDED TELEPHONE INTERVIEWING (CATI)



CATI plays a key role in managing complex respondent quotas such as nationally representative samples. A well-managed sample can help avoid non response bias. National Field Services has one of Australia's largest in house CATI facilities.

- **Australian based** CATI facility with over 130 stations
- Specialist **in-house** scripting and sampling teams
- Predictive dialling capabilities to ensure **efficiencies**
- Specialised in large large and **quick turnaround** projects
- **State of the art** CATI programming tools enable features such as on-demand digital sound recording and playback

RECRUITMENT SERVICES AND FACILITIES HIRE



- **Specialised team** of recruiters and supervisors
- Recruitment for **Focus groups, central location** (clinic groups or in-depth) or **online** studies
- Our own **respondent database** or external sample
- **General population** or **tailored** specifications
- Specialist in recruitment of **healthcare or trade** and other professionals

We can organise **in-house or external venue hire**

- Viewing & recording facilities on request
- Clinic rooms in both Sydney and Melbourne offices

FACE TO FACE INTERVIEWING



We have access to an extensive field force of face-to-face interviewers and supervisors covering all major cities within Australia as well as a number of regional centres.

- **Specialised recruitment team**
- Interviewers **trained and audited** on a regular basis
- Interviewers **proficient** in PAPI, tablet or handheld technologies
- **Intercept, pre-recruit to CLT or clinic** style field work expertise
- Automated questionnaire routing ensures further data quality
- **Real time** reporting and access to results with extensive implementation of handheld technology for face-to-face fieldwork
- Technology that supports **seamless integration** of methodologies to enable smooth running of **multi modal** data collection projects
- **Internal database** of over 150,000 potential respondents
- **Specialist healthcare and B2B** recruitment and interviewing teams

INFORMATION MANAGEMENT



All scripting, coding and data analysis is conducted **in-house** in Australia.

- All outputs undertaken by **qualified & experienced** data analysts
- **Quancept** or **Dimensions** as initial data entry point
- Range of basic to **extensive data output options**
- Online coding application for **fast and accurate** transformation of verbatim responses
- Global affiliations enabling **shared knowledge and learnings**

QUALITY ASSURANCE & ASSOCIATIONS



National Field Services always adheres to the highest levels of quality accreditation in the market research industry. We are **ISO 20252** certified and our commitment to these procedures ensures that all services provided are accurate, reliable and of the highest standard. National Field Services is also a member of the local and international Market Research industry bodies, AMSRS, AMSRO and ESOMAR and is bound by and complies with all ethical standards for the practice of market research set by these organisations.

ONLINE RESEARCH



We can assist and advise on the best approach of online research in innovative ways. We can adapt an existing list or panel of customers or stakeholders for an online study or pre-recruit respondents to participate.

- Access to **world leading** online research technologies
- **Interactive** scripts maximise respondent engagement
- **Strategic partnerships** with Australian and global panels
- Internal controls to **maximise quality** representation

