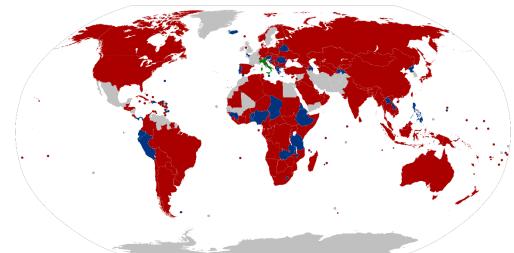


BACKGROUND

The corona virus outbreak is first and foremost a human tragedy, affecting hundreds of thousands of people.

As the coronavirus spreads globally, fear and uncertainty are rising, roiling financial markets and pushing the global economy towards recession.



BACKGROUND

Companies must incorporate pandemic planning considerations into existing resilience management activities.

RAD Research have a comprehensive response to maintain continuity for our products and services.

RAD Research remains committed to become your business partner and to provide the best service during hard times.



Solutions Approach



HYBRID

(F2F interview online data entry)

PAPI

(Pen & Paper Interview)

Gang Survey
Telephone
Interview
Online survey
CAPI

(Computer Assisted Personal Interview)

Mystery Shopping
& Mystery Calling
FGD
(Focus Group Discussion)
Ethnography
Observation
Recruiting

IDI

(In-Depth Interview)



Solutions Coverage



MYSTERY SHOPPING

To provide from "Customer Experiences" - Mystery shopping help organizations to measure their service level



CUSTOMER SATISFACTION

To find out what customers think about your organizations and also help organizations measure their customer's expectation.



EMPLOYEE SATISFACTION

To find out what employee's expectation. Describe whether employees are happy, contended and fulfilling their desires and needs at work.



USAGE & ATTITUDE STUDY

To "understand a market" and identify customer usage and customer attitude toward products and services.



COMMUNICATION RESEARCH

To identify effectiveness communication organization, also to know patterns of customer toward communication



BRAND RESEARCH

To identify company brand health, and to know threats and opportunities from customer insight. Assists with the creation, development and strengthening of brands.



PRODUCT RESEARCH

To understand customer needs toward product. Helps New product development, product improvement, test new features, test marketing, revitalizing a declining product etc.



PRICING RESEARCH

To measure acceptability toward product price and to determine the maximum price for new products.



COMPETITOR INTELLIGENCE

Gathering and analyzing relevant information from the market. Decision making in determining market opportunity, market penetration & market development.

Industry Coverage

Financial service Cosmetics

Telecommunication Health/Pharmaceutical

Media IT

FMCG Logistic

Retail Transportation

Automotive Fashion

Hospitality Travel/tourism

Agriculture etc.

CATI Facilities

RAD Research have 100 CATI stations (keep growth) at its base in Bandung. We uses advance software (developed by iResearch), providing a simple and sophisticated technology for all types of CATI survey.











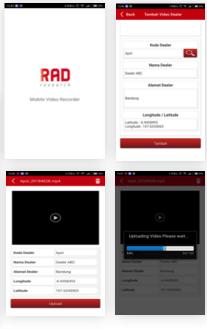
Mobile Apps and Web Report Facility



(mobile video record) for Mystery Shopping

Web reporting (dashboard report)







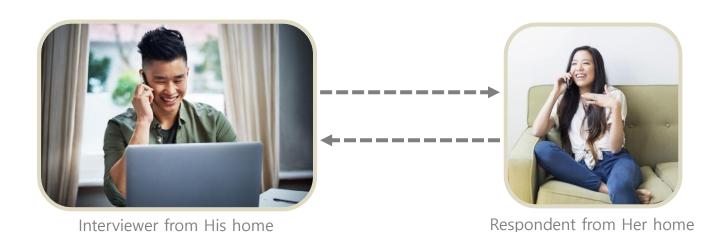
Covering 8 Major Cities in Indonesia

We are supported by more than 1.100 field teams of researcher for various research methods in 8 major cities and approximately 2.750 field teams of researcher across Indonesia.

	8 MAJOR CITIES								
PERSONNEL	JABODETABEK	MEDAN	PALEMBANG	BANDUNG	SEMARANG	SURABAYA	MAKASSAR	BANJARMASIN	TOTAL
Team Leader	10	6	5	7	6	7	4	3	48
Interviewer (F2F & CAPI)	125	40	40	60	40	50	25	20	400
Recruiter (FGD & IDI)	20	10	8	30	15	30	15	12	140
Dedicated Interviewer/ Indeptor (IDI)	8	4	4	10	4	5	4	4	43
Caller / Phone Operator (CATI)	10	5	5	100	5	10	5	4	144
Observer (Observasi)	4	6	4	30	8	10	5	4	71
Notetaker (FGD)	8	2	2	6	4	6	4	2	34
Transcriptor (FGD & IDI)	4	2	2	4	2	4	2	2	22
Simultan transcriptor/ Simtrans (FGD & IDI)	3	1		2		2	1		9
SPG & SPG	75	20	20	40	25	30	20	15	245
Total	267	96	90	289	109	154	85	66	1156

Computer Assisted Telephone Interviewing (CATI)

- Respondents were recruited by CATI and interviewed by CATI or Zoom.
- Interviewer can interview a respondents from their respective homes.



Online Focus Group Discussion (FGD) and Online In-Depth Interview (IDI)

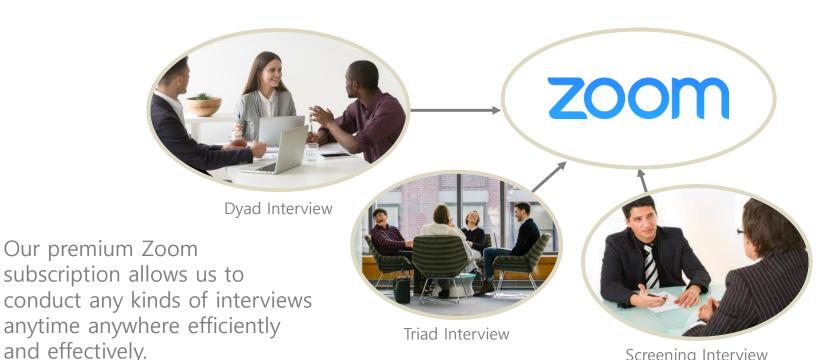
Online FGD and IDI are a qualitative research tool to collecting information from groups or individuals via Internet.

We have a dedicated FGD room, teleconference facility and premium Zoom subscription.



Online IDI

Online Dyad, Online Triad, Online Screening using Zoom



Online Survey and Online Diary

Our team can create, execute, and analyze online surveys to identify data and information. We offer online survey in a competitive cost.

Online Diary studies are way to collect data from your customers or respondents over time.



Online Survey

Online Diary

Mystery Calling

Get insights on your service personnel quality of call handling, quality of request processing and quality of leave taking through Mystery Calling.

We collect data to assures that the customers receive a seamless Phone Service Experiences.



Online Product Test

We collect data to predict whether a new product is going to succeed. To do this we heavily rely on hearing the thoughts of real consumers.

Respondents sign up and complete a test review. Although respondent won't be testing physical products it will be a lot of fun.

Product design and package Test

Usage experience Test

ONLINE SURVEY PORTFOLIO DURING OUTBREAK

PROJECT OBJECTIVE	CLIENT	METHOD	YEAR
Grape Study	Infocom Philippines	CATI	April 2020
Study about impact of Covid-19 toward Business in Indonesia	Turian Labs India	Telephone In-Depth Interview	April 2020
Patient Study	Asia Monitor Group Singapore	CATI Recruitment	April 2020
Study about Apartment	Meikarta	Online FGD	April 2020
Rice Study	Coursei5 India	CATI Recruitment	April 2020
Changing Shopping Behavior	Watch Me Think UK	CATI Recruitment	April 2020



"Smart Strategy for The Best Solution"

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