



RESEARCH CAPABILITIES

Accuracy

Scrutinize every collected data point for precision.

Thoroughness

Address all data collection needs comprehensively.

Timeliness

Deliver timely data and insights without delay.

Cost Efficiency

Ensure competitive costs consistently for every project.



RESEARCH METHODS

QUALITATIVE SURVEY RESEARCH

Indepthinterviews
Focus group Discussion Ethnography Observation survey
Case study research Participatory Community Research
Participatory Action Research

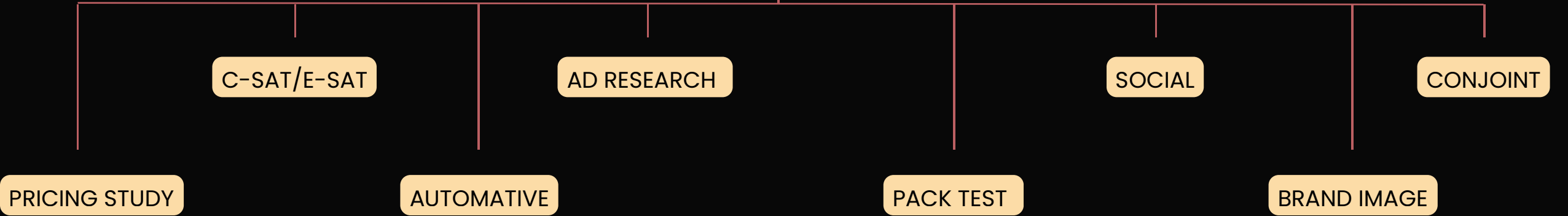
QUANTITATIVE SURVEY RESEARCH

CATI
CAPI/CAWI
Mystery shopping
Market Mapping
Online surveys
Street intercept interviews
Central location test (CLT)
Household interviews



TYPE OF STUDIES WE DO

STUDY TYPE



RESEARCH CAPIBILITIES



GLOBAL COVERAGE 90+ COUNTRIES



PROJECT MANAGEMENT



INTERVIEWER MANAGEMENT

- Stable interviewer network
- Basic Training
- Project -specific training
- Interviewer evaluation system



SUBCONTRACT OR NETWORK MANAGEMENT

- Project quality inspection report
- Regular visits of subcontractors
- Regular evaluations on subcontractors



SUBCONTRACT OR NETWORK MANAGEMENT

- Supervisors randomly accompany interviewer for each project
- 100% double reviews of questionnaires
- 50% random back check to questionnaires of each interviewer
- 100% in process monitoring of telephone interviews

QUALITY PROCESS – FIELD TRAINING

Project Training: Recruitment and training are overseen by Field Managers, who personally brief all interviewers and supervisors.

The training encompasses all aspects of the questionnaire and the Market Research process, including sampling methods.

Interviewers undergo comprehensive training covering:

- The research process: from study development to implementation and reporting.
- Maintaining confidentiality of respondents and clients.
- Sampling methods, random routes, and respondent selection.
- Approaching respondents and verifying interviewer authenticity.
- Interview techniques, including closed and open-ended questions, probes, scales, and recording responses verbatim.
- Importance of classification and respondent information questions.
- Leaving a positive impression with respondents.

Every first-time interviewer conducts trial interviews before participating in real projects, closely supervised during initial assignments.

Interviewers' Basic Skills Training:

Field Focus provides basic and advanced training for all interviewers, covering:

- Basics of Market Research.
- Importance of data collection in the research process.
- Introducing respondents to the questionnaire.
- Administering the questionnaire, conducting back checks, and scrutiny.

Interviewers' Basic Skills Required:

- Proficiency in the local language.
- Understanding the target audience, questions, skip patterns, and sampling methodology.

QUALITY PROCESS –FIELDWORK VALIDATION

In order to ensure the excellence of our fieldwork, we employ several effective strategies:

- We provide advance notice to our interviewers regarding the possibility of cross-checking their work.
- Following each interview, we diligently follow up with every respondent, regardless of the communication method used, be it face- to-face, telephonically, or through other means.
- For post-interview verifications, we prefer direct communication such as a phone call or meeting over traditional mail.
- During the validation process, meticulous attention is paid to details like the interview location, duration, presence of any materials, attendees, and the inclusion of control questions.
- Any instances of misinformation discovered during validation result in disqualification of the interviewer's work and their exclusion from future projects.
- Addressing errors or misunderstandings involves additional measures such as re-engaging with respondents, providing supplementary training, issuing gentle reminders, or withholding a portion of payment for subpar work.
- Prior to engaging in activities like Focus Group Chats or individual discussions, a screening process is conducted to ensure participants are suitable. Essential queries are posed, and participants are approved before research activities commence.

QUALITY PROCESSES-FIELDWORK VALIDATION

Questionnaire formatting:

- Masking screening criteria
- Including similar questions at different places in the questionnaire to check consistency only listing no interviewing

Briefing & Training

Accompaniment

Face to face interviewing

Security -Check for inconsistencies

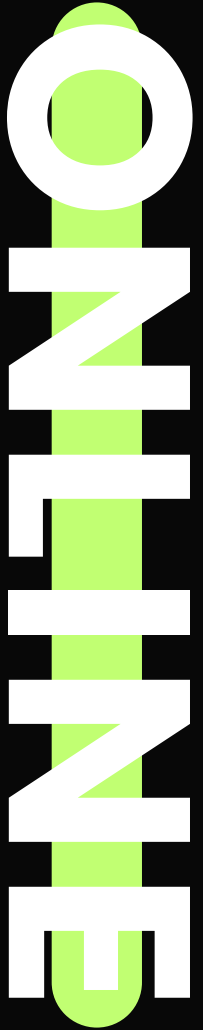
Data file cleaning-running cross-tabs, checking for inconsistencies etc.

Back-check: Personal & Telephone

- Landline numbers insisted
- check on key screening criteria
- check on duration of interview

FACE TO FACE

QUALITY PROCESSES–FIELDWORK VALIDATION



Questionnaire formatting:

- Masking screening criteria
- Including similar questions at different places in the questionnaire to check consistency

Quality check questions

Data file cleaning ,running cross-tabs, checking for inconsistencies etc.

Checking IP addresses duration of surveys against average survey length, time spent on each question.

QUALITY PROCESSES–FIELDWORK VALIDATION

Questionnaire formatting:

- Masking screening criteria
- Including similar questions at different places in the questionnaire to check consistency only listing no interviewing

Briefing & Training Conducting mocks

Interviewing

Data file cleaning- running cross-tabs, checking for inconsistencies etc

Listening calls, recording all calls

The logo for CATI (Computer Assisted Telephone Interviewing) features the letters 'CATI' in a bold, white, sans-serif font. The letters are centered and overlaid on a thick, horizontal purple bar with rounded ends. The background of the slide is black.

CATI

CASE 1:3 PHASE RESEARCH ON AIR CONDITIONER MARKET INDIA

Objectives and timelines

The research focused on understanding the perceptions and consumption patterns of beverages among general consumers. It spanned eight centers, with a data file delivery timeline of 50 days. The methodology involved quantitative listing followed by face-to-face main interviews, reaching a total sample size of 8000 respondents.

Research Design

Target respondents include individuals of both genders aged between 12 to 55 years, belonging to SEC categories A, B, or C. Households are selected using the random right-hand rule. Main interviews are conducted with respondents who have consumed any soft drink within the last 15 days.

Execution and result

Deployed two teams concurrently in each center. Utilized a selection of 50 starting points per center, strategically chosen to reflect the city's demographics. Conducted 20 listings followed by main interviews at each starting point. Successfully adhered to the timeline as scheduled.

Review

Our interaction with Krytonium Insights LLC has been exceptionally favorable. The team's adherence to the project timeline was commendable, resulting in the delivery of exceptional work.

FAMOUS MNC BEVARAGES COMPANY

CASE 2: USAGE AND ATTITUDE STUDY ON BEVERAGES

Objectives and timelines

- To gain a comprehensive understanding of Indian consumers' usage patterns, behaviors, and attitudes towards air conditioners, focusing on:
- The client has allocated a timeframe of four months to achieve the objectives and adhere to the outlined timelines

Research Design

Phase 1: Conducted face-to-face quantitative research in four centers, reaching a total of 1000 participants. Data was stratified among SEC categories of interest.

Phase 2: Utilized qualitative methods including Focus Group Discussions (FGDs), Depth Interviews, and home visits in four centers.

Phase 3: Implemented a gang survey and design testing clinic involving a sample size of 100 participants.

Execution and result

Conducted face-to-face interviews and subsequent analysis within a span of 35 days. Developed concepts derived from the initial phase's findings and completed the Focus Group Discussion phase within 15 days. Recruited participants and finalized the gang survey within a swift 10-day timeframe. Concluded with analysis and delivery of the final report within another 10 days.

Review

Upon engaging Kryptonium insights llc for this project, our perspective on India and the standard of Market Research conducted in the region underwent a notable transformation. Their exceptional quality and unwavering commitment exceeded all expectations, setting a benchmark in the global market research landscape.

FAMOUS JAPANESE COMPANY

CASE 3: QUALITATIVE RESEARCH AMONG LONDON VISITORS/ POTENTIAL TOURISTS

Objectives and timelines

Conducted focus groups in two key centers, namely Mumbai and Delhi, involving two distinct respondent categories: current tourists and potential tourists. The entire process, including recruitment, diary filling, focus groups, and report generation, was completed within a tight timeline of 15 days.

Research Design

Participants must be male or female individuals who have visited London for a holiday within the past 12 months. Additionally, they must have visited at least one other city among New York, Paris, Sydney, or Tokyo. Alternatively, participants may be individuals planning or considering a trip to London within the next 12 months, with a mix of both categories included. Moreover, at least two-thirds of the group should have actively researched New York, Paris, Sydney, or Tokyo as potential tourist destinations within the last 2 years.

Execution and result

Recruitment was finalized within a week, ensuring that every eligible respondent received a diary. Each participant was required to complete the diary two days prior to the Focus Group Discussion (FGD). Prior to the FGD, our field executive personally visited each respondent to verify the diary and deliver the FGD invitation letter.

Review

Kryptonium Insights LLC delivered the exact type of respondents we required for our research, which was greatly appreciated. Their valuable insights into the topic were highly commendable. It's evident that they possess a deep understanding of the Indian market and meticulously plan their operations down to the finest detail.

FAMOUS UK BASED COMPANY

CASE 4: ONLINE CLT ON MOBILE PHONES

Objectives and timelines

Central Location Test (Web-based Interviews) conducted across six centers: Bangalore, Chennai, Mumbai, Pune, Jaipur, and Delhi. The study comprised 200 interviews distributed evenly across these centers, with a target completion time of 15 days to achieve a sample size of 1200 respondents across India.

Research Design

Respondent Profile: Male or Female, aged 18 to 55 years
Owns a mobile phone or Plans to purchase one within the next 6 months
Quotas were interlocked based on age groups and ownership status
Interview duration was 45 minutes

Execution and result

Respondents were intercepted at street corners and escorted to browsing centers. They were then directed to complete the questionnaire online. The project was executed simultaneously in two centers, and all centers were successfully completed within 15 days without any delays. Ultimately, the client was highly impressed with the coordination and adeptness in addressing intricate requirements.

Review

"Having visited India previously, I'm familiar with the bustling nature of our target respondents, particularly in a city like Mumbai. I commend the efforts and time-consciousness exhibited by the team at Kryptonium Insights LLC."

A LISTED MR COMPANY FROM UK

THE DIFFERENTIATOR

An aerial view of a city skyline at sunset. The sky is a mix of purple, pink, and orange. In the foreground, there are several tall buildings, including a prominent one with a grid-like facade. In the background, a tall, thin skyscraper is visible. The overall scene is a dense urban landscape.

Flexible Approach

World Wide Presence

International practice

Logical Practical

24x7 Reach

Single window coordination



THANK YOU
for your time and attention



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