

Bazis IG To Provide Research Via Internet In Real Time

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Implementation of modern technologies in market research projects in Russia develops extensively.

Since the beginning of 2009 Bazis IG got the opportunity to broadcast qualitative surveys through ActiveGroup system.

Now Bazis IG can provide focus groups and in-depth interviews broadcasting via Internet in real time, simultaneously the broadcast session is recorded on ActiveGroup web-server, where it stays available for the researchers and their clients after the fieldwork is finished.

The client can watch the broadcasting during the initial interview, and in any other convenient time.

Data processing on dedicated server ensures stable high quality of the sound and picture.

As an option, language switching service is offered (in case the survey runs with simultaneous translation), so the clients from different countries can feel themselves comfortable while watching the broadcast.

Capabilities to provide interviews in real time in Russia are of high interest, first of all, for pharmaceutical companies.

Due to specifics of research requirements in medical sector, usually involving interviews with physicians and medical specialists, this method becomes one of the most convenient for potential clients - it provides an opportunity to watch the sessions in real time, reducing time constraints and other costs for the client.

This guarantees immediate data delivery (ActiveGroup offer transcripts of the sessions in short time periods), and also - efficient decision making.

Currently, Bazis Intelligence Group, ActiveGroup trusted partner in Russia, is working on extension of the services range in broadcasting qualitative surveys.

This business involves increasing the number of adjacent services, together with the quality of broadcasting. The service is now offered in Moscow, and the extension plans primarily cover such regions as Urals and Siberia.

Bazis IG is a full-service research agency, working in Russia and CIS. Company specializes in creative qualitative research - expert groups, ideation sessions, design labs.

In quantitative arena, we carry out large scope CATI and FTF projects. Bazis IG team is a member of variety of professional organizations - Russian Marketing Guild, American Marketing Association, as well as the most influential society on this field of work - ESOMAR. The Research Director - Tatiana Barakshina - is ESOMAR Council member for 2009-2010 terms.

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