

## Makes Business Sense

### Survey and Data Collection Solutions

All Organizations, both public and private, that use surveys and questionnaires to gather information for analysis and statistical purposes, know firsthand what a tedious job this can be.

Surveys involve a multi-staged interconnected approach that results in invaluable information. Yet, the quality of such output is only as good as the quality of each process that leads up to it.

The manual, paper-based method is time consuming, cumbersome and error-prone. Any errors, especially in data collection and entry can only be caught at later stages, if at all. It often involves a lot of fieldwork spread over dispersed or overly dense areas. This gives rise to a new set of challenges concerning effective fieldwork and human resource management.

RealSoft and MobiSoft know firsthand the amount of effort that goes into the successful execution of surveys as we have been utilizing such state of the art technology solutions to assist ministries, governmental bodies and public & private organizations for the past 10 years.

### Why go mobile?

PDA's, Smart Phones and Tablet PCs have proven to be the devices of choice when it comes to effective and efficient fieldwork.

Trading-in stacks of paper for mobile devices reaps the following benefits:

- Gather error-free and accurate data through electronic data collection and validation
- Eliminate data entry through electronic synchronization through serial cable/GPRS/EDGE/3G
- Pinpoint the exact whereabouts of your team through integrating GIS and GPS technologies on handheld and backend applications
- Assist fieldworkers by integrated field navigation and routing functionalities
- Communicate with fieldworkers through SMS gateway integration
- Provide infield image capturing through built-in cameras
- Provide infield printing functionality through integration with portable printers
- Provide barcode and RFID scanning for easy search and data entry



## What happens afterwards?

Once data is collected and synchronized, cleansing and validation procedures are applied to ensure data quality. This is done on regular basis to ensure that problems are identified and weeded out early on.

If needed, a Data Quality Call Center may be deployed as a 2nd line of quality assurance for follow up on violations and incomplete data. Such an approach drastically cuts down on field revisits.



## How is all this managed?

Information loses its value if not presented at the right time. Various personnel in administrative capacities need access to up to date information on fieldwork progress and coverage. They need to be made aware of issues that might undermine the success of the project. They need to know as little or as much detail as necessary about every aspect of the survey.

RealSoft and its partners and through a set of Business Intelligence applications, dynamic reports and KPIs provide a bird's eye view of the various teams. It also gives them the ability to drill down and get in-depth information, all in the comfort of their offices.

During surveys, knowing the exact location and whereabouts of fieldworkers at all times is crucial. Using Mobi-Tracker, supervisors can track their teams in online/offline modes using a digital map. They can also dispatch new assignments to fieldworkers while in the field depending on their location and proximity.

## But to which industries can this be applied?

Sectors to which such technology can be applied are endless. We have successfully used this approach in:

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|  Population, Housing & Establishment Surveys |  Consumer Price Index Survey |
|  Agriculture Surveys                         |  Labor Force Surveys         |
|  Household Income & Expenditure Surveys      |  Tourism Surveys             |

Different surveys are easily integrated, where the output of one is the frame of another. Data collected from Households Income & Expenditure Surveys are used by the Consumer Price Index Surveys for market basket preparation. While establishments collected in the Population, Households and Establishments Survey are used as outlets in the Consumer Price Index and Tourism Surveys.

## And the result is?

Superior data quality, excellent fieldwork management, accurate statistics and results all in record time.