

# CLIENT BRIEFING NOTE

## Quality Control: Processes & Initiatives

Published by **Ovation Research**

AUGUST 2024

**Trust is invaluable.** With less of it, the value exchange needs greater safeguards.

Which is why in the context of business and commerce, **the degree to which we apply rules, regulations and conditions is directly proportional to the level of trust that exists** between two or more parties.

The conduct of **market research is particularly sensitive to the 'level' of trust** between a respondent and who holds their permission to receive the survey, as well as between businesses responsible for the provision of survey data and their clients.

In short, **trust is a highly valuable business asset.** It determines response and completion rates, underwrites the integrity of the results themselves and promotes the value of market research more generally as an accurate data source for business decision making.

**To protect the value of this asset, quality control measures are a necessity.** Without them, the trust equation fails.

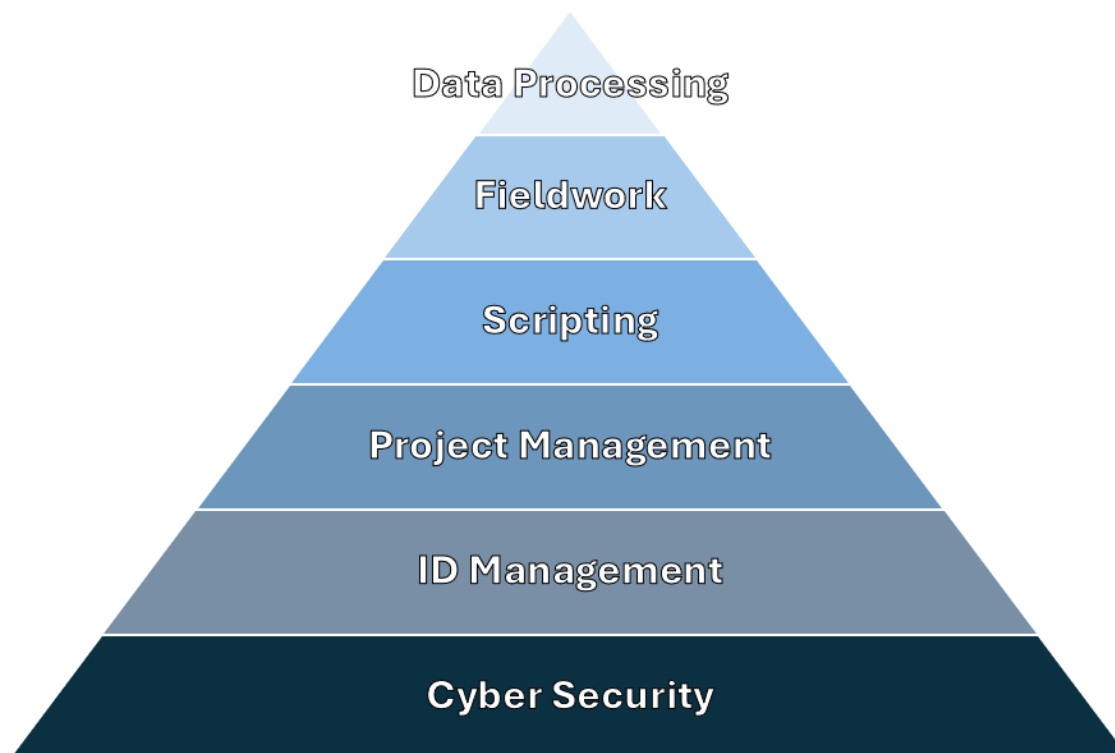
For all the reasons previously outlined, **Ovation Research is very much at the forefront of quality control.** Both current processes and impending initiatives represent a portfolio approach to addressing a variety of risk vectors to data quality and customer satisfaction.

**The following table details the processes and technologies employed by Ovation Research to protect customer privacy and identity, to minimise 'bad data' in our research results and optimise the accuracy of our sample.**

Application / Initiative	How Does This Benefit You?	Area of Impact
<p>Ovation Research Infrastructure is protected by Akamai.</p> <p>Akamai is the world's leading cloud-based security solution that protects applications from malicious attacks. It uses a combination of threat intelligence, machine learning, and rules-based protection to detect bots and block malicious requests.</p> <p><a href="https://www.akamai.com/">https://www.akamai.com/</a></p>	<p>Safeguarding the personal identifiable information (PII) and profile data of Ovation members with top-tier technology infrastructure.</p>	<p>CYBER-SECURITY</p>
<p>We use mobile verification for all new member registrations. To complete the process, members must apply the provided password to activate their account. The same mechanism is used when members redeem their rewards.</p>	<p>Identity verification is a core front-end feature of our data quality and PII security process.</p>	<p>ID MANAGEMENT</p>
<p>All data provided by members, including device data and geo-location at the time of registration, will be processed through Ovation Research's proprietary algorithms to detect duplicate and fraudulent accounts.</p>	<p>After registration, ongoing quality verification of a member's data stream proactively addresses potential data quality issues before processing or reporting.</p>	<p>ID MANAGEMENT</p>
<p>Implementation of RECAPTCHA robot prevention, where required.</p>	<p>Implemented as a security measure in both member recruitment and survey design.</p>	<p>ID MANAGEMENT</p>
<p>All accounts identified as fraudulent are blocked.</p>	<p>Identity verification is a core feature of our data quality and PII security.</p>	<p>ID MANAGEMENT</p>
<p>Review Statement of Work</p>	<p>Statements of Work are issued at project commission and reviewed by project managers to ensure alignment with the Client's requirements.</p>	<p>PROJECT MANAGEMENT, FIELDWORK</p>
<p>Survey Review &amp; Survey Testing</p>	<p>Survey programmers review the questionnaire and address any uncertainties with the Client to ensure survey quality. Project Managers then test the surveys to evaluate customer experience and survey functionality.</p>	<p>SCRIPTING</p>
<p>Pilot Launch</p>	<p>Surveys are pilot launched to a small sample, targeting approximately 5-10% of responses to facilitate data checking and verification.</p>	<p>PROJECT MANAGEMENT, FIELDWORK</p>

Application / Initiative	How Does This Benefit Clients?	Area of Impact
<p>We use Imperium RelevantID® to identify and remove duplicate entries as soon as they enter the survey. RelevantID® flags and removes duplicates and fraudulent entries by checking each survey respondent's ID against many data points to verify their credentials and prevent duplication. This tool complies with GDPR and CCPA and uses Imperium's proprietary algorithm to monitor respondent behaviour and create a daily blocklist of suspicious IP addresses.</p>	<p>This process eliminates duplicates and potential undesirable respondents in real-time, preventing them from entering the final data set. It adds a critical security layer that ensures consistently high-quality data through a systematic approach.</p>	<p>SCRIPTING, FIELD WORK</p>
<p>Implementing automatic speeder detection and removal on completion of the interview.</p>	<p>This eliminates respondents that have rushed through the survey and that have not carefully considered the survey questions.</p>	<p>SCRIPTING, DATA PROCESSING, PROJECT MANAGEMENT</p>
<p>Adding Imperium Real Answer® to each open-end response and use the flagging provided to manually appraise if a response needs to be removed (e.g. copy paste in OE detected, or robot response in OE detected). Real Answer® evaluates the quality of open-end survey responses. Available in 27 languages, it checks and scores for attributes including gibberish, profanity, offensive terms, as well as for cut-and-paste or duplicate answers. Real Answer® also contains a text classification algorithm that will deliver precise results about the relevancy of the response.</p>	<p>This provides a secondary security layer to ensure that open ended answers are carefully considered and have not been copy and pasted, are not from an AI / GPT robot and are meaningful and concise. Respondents may either be removed on-the-fly or post completion.</p>	<p>SCRIPTING, DATA PROCESSING, PROJECT MANAGEMENT</p>
<p>Manually reviewing all open-ended responses and data flags from internal QC tools above, for each project and flag and removing bad cases, where required.</p> <p>NB: Exceptions are client sample projects. Unless instructed otherwise and where clients have specifically requested us NOT to implement the normal QC controls.</p>	<p>This provides a third security layer. Undesirable respondents that may have slipped through the prior mechanical checks, are scrutinised by a human before finalization of the data set. This ensures clients are receiving the highest quality data all the time.</p>	<p>DATA PROCESSING, PROJECT MANAGEMENT</p>
<p>Quality Control and Response Handling Procedure</p>	<p>To maintain high data quality standards, a system has been implemented to record, notify and verify disqualified responses.</p>	<p>DATA PROCESSING, PROJECT MANAGEMENT</p>

Quality Control is not a single-point solution but a system-wide approach, triggered at every step in the process chain.



From cybersecurity and ID management to profile completeness and script verification; from survey testing and soft launch techniques to behavioural measurement and response analysis. These linear steps represent an ‘always-on’ approach to QC which efficiently minimises the direct and indirect costs of bad data and maximises the output quality at every stage of the market research process.

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