



INDEPENDENCE RESEARCH
OPERATION
PARTNER

CREDENTIAL

WHO WE ARE



- Have more than **20 years experienced** in conducting different type of Marketing Research project in Indonesia
- Have **strong operation team** nationally and are supremely complemented with technological advancement
- Have **excellent track records for the best client satisfaction.**
- **Understand well the concept of managing research projects**

REASON PARTNERING WITH US?

- 1 Tailored Client Needs
- 2 Stand For Help
- 3 Working As A Partner
- 4 Commitment To Delivering Good Data Quality

CERTIFICATION

Certified ISO
20252

MEMBERSHIP

PERPI
PERKAMI PENELITIAN PASAR

Indonesian Marketing
Research Association



ACCOUNT MANAGEMENT

- Lots of experiences in managing projects (pre-during-post),
- Ensuring the overall quality of the project in all its phases,
- Ensuring to deliver good data quality & excellent services.
- Taking care of after-sales project

FIELDWORK

- Manage the data collection process,
- Ensuring the quality of interviewer's work by doing 10% witness to all interviewers by Supervisors.



DATA MANAGEMENT

- Scripting,
- Doing 15% back check for coder's work by head of coder,
- Cleaning process,
- Provide EDC to determine which sample that priority to be checked,
- Provide integrated panel.

QUALITY ASSURANCE

- Have independent team of QC,
- All interviewers will be checked by QC,
- Random selection on each interviewer's work,
- Doing back check through phone or face to face contact or recording check.



OUR **METHODOLOGIES**

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QUANTITATIVE RESEARCH

- Door-to-Door Interview (CAPI/ PAPI)
- Central Location Test (CLT)
- Self Completion Interview (CASI)
- Telephone Interview (CATI)
- Home Placement Test (HUT)
- Car clinic
- Census
- Web surveys (Offline Recruitment & Online Completion)

Deliverables:

Raw Data

Tabulation

QUALITATIVE RESEARCH

- Focus Group Discussion (FGD)
- In-Depth Interview (IDI)
- In-Home Visit/ Observation

ONLINE RESEARCH

- Online web survey
- Mailing list
- Mobile survey
- Social media
- FGD Online

OTHER SERVICE

- Data Entry Services
- Coding Services
- Fieldwork Audit
- Inventory Checking
- Distribution Checking

Get high quality responses from your target audience!

Through our **Audience Network**, we have access to more specific audience based on their interest and behavior.

The audience are highly profiled so we can target the exact individuals you need, based on demographic or behavioral characteristics.

Our community audience enables us to reach very narrow consumer segments and specific target audience

To avoid professional respondent, we grow our survey audience based on their interest.

Fraud and duplicate respondents are eliminated through our in-house digital print technology.

An internal quality check is regularly run to review response rate quality score resulted by trap questions, straight-liners and so on.

Save more on your research **budget**
Start from **IDR 55K/complete**



INKA WHAT MAKES US DIFFERENT?

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Specific Target Audience

We use Organic Sampling to avoid sampling bias in which samples are chosen from their organic environment through our Audience Network



Data Quality Assurance

We have strong commitment to deliver advanced data quality on each online survey we conduct and every sample we provide to our clients.



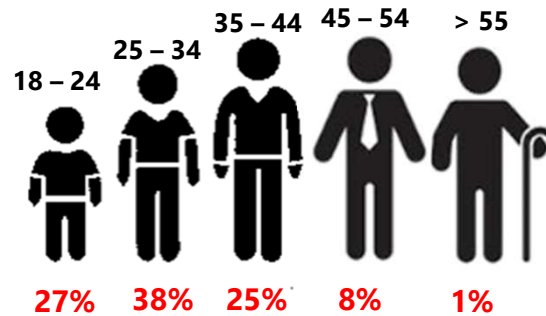
Bringing in the expert

Base on our 20 years of experience in conducting research for so many different industries, we bringing in all the expertise online

DISTRIBUTION MAP

DKI Jakarta	28%
West Java	18%
Central Java	9%
East Java	11%
Kalimantan	4%
Sumatera	21%
Bali, Sulawesi, East Indonesia	9%

PROFILE



SEGMENTATION



Automotive	11%
Financial	13%
Consumer Goods	44%
Consumer High ends	5%
Healthcare	2%
Cosmetics	15%
Others	10%



SEC Group

A	27.5%
B	26.7%
C	32%
D	4.2%
E	0.3%
Unknown	9.3%



51%



49%

Audience Demography

We gather and maintain demography profile of our respondents, keep it up to date for future needs. We do quality check and eliminate fraud detected leads

206,548
Number of Audience

YOU CAN DO WITH US

Consumer Research

- Customer Satisfaction Surveys
- Market and Customer Profiling
- Persona Research
- Net Promoter Scores
- Website Feedback
- Content Interest
- Attitudes and Perception
- Customer Retention
- Product Surveys
- Service Evaluation Surveys
- User Experience

Media & Digital Habit

- TV Media Habit
- Social Media Habit

Brand Equity

- Brand Awareness
- Brand Tracking

Marketing Research

- Product/Service Concept Test
- Concept Evaluation
- Pricing Study
- Advertising Effectiveness/Evaluation
- Corporate Marketing Evaluation

We understand the importance of real-time consumer insights data to actionable decision making.



COVERAGE AREA

- Operation Office
- Representative Office

OUR LAST RECORD

281

Projects are completed for across categories/
industries in 2019

131,796

Respondents interviewed in 2019

19

Loyal clients who repeating running the projects
with us

OUR EXPERIENCE

TYPE OF STUDIES

Consumer Behaviour

- U&A
- Brand Health Studies
- Tracking
- Market Segmentation
- Lifestyle Study

Product Development

- Concept Testing/ Evaluation
- Packaging Testing/ Evaluation
- Product Testing/ Evaluation
- Pricing Testing/ Evaluation
- Shelves Evaluation

Media & Advertising

Consumer Service Evaluation

Automotive Clinics

Others

- B2B
- Traffic Count
- Distribution Audit

PRODUCT CATEGORIES

- Personal care
- Home care
- Food & Beverages
- Automotive
- Property
- Financial Services
- Electronics
- Healthcare & Contraception
- Cigarettes
- Telecommunication
- Home appliances & furnishing
- Travel Services
- Material Construction
- Public Transportation
- E-Commerce



INDEPENDENCE RESEARCH COOPERATION PARTNER



Around 500 CAPI devices (Laptop, Tablet, Smartphone), Owned 2 CLT venues, 60 CATI stations, Web Streaming/ Skype for briefing and meeting

SUPPORTING FACILITIES

TESTIMONIALS FROM OUR SATISFIED CLIENTS

- *"Trust in quality of data."*
- *"We are greatly satisfied with INDEPENDENCE's quality of data and overall service."*
- *"Great services from the IDP AM. Support the project the best they can do. Always share the feedback and suggestion that help the study run well."*
- *"Flexible communication from each persons, good coordination, quick response."*
- *"The response and accommodation is superb in term of both cost and timelines."*
- *"As explained above the response is excellent and whenever there is a need, we get the full support from Independence."*
- *"Provide service more quality than we expected."*



CONTACT US



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