



## RONIN Phone Center and Quality Control Procedures

RONIN's approach is truly unique in that all phone-based interviewing, regardless of country, is managed from a single facility. Located in London where there is an unparalleled source of native-speaking interviewers, the RONIN facility is known for its ability to interview the most difficult-to-reach respondents around the world.

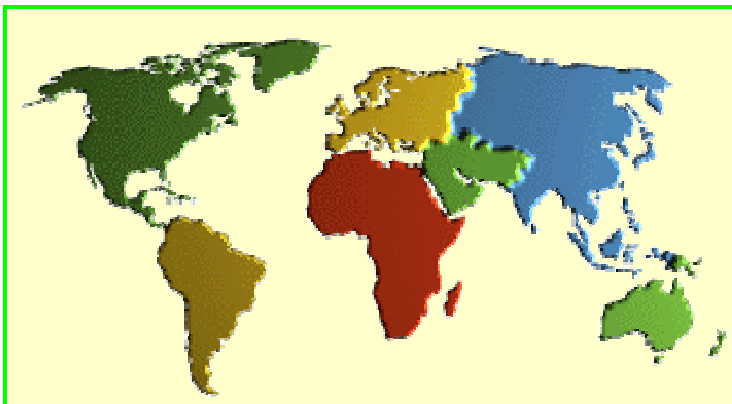
The call center is used for a variety of studies including:

- B2B research, including low incidence studies;
- Studies that require very senior respondents, including C-level titles;
- Consumer jobs that cross multiple countries; as well as
- Single-country studies of all types.

### Our phone-based data collection is centralized, yet covers all countries

RONIN follows a centralized rather than dispersed business model that simplifies the process of rolling-out multi-country studies. The management of all aspects of studies is centralized in our London call center, with all interviews conducted by native language speakers trained to the highest industry standards.

In the past year we conducted research in over 60 countries.



### As an alternative, with Managed Distributed Interviewing, interviewers are located in-country, but under RONIN's direct management

We also offer an option for appropriate projects, one that adds virtually unlimited interviewing capacity. In this approach, Managed Distributed Interviewing, interviewers located in-country operate under our supervisory and management control, using our software, to deliver the same performance found from RONIN's London-based staff. Managed Distributed Interviewing adds a cost advantage to the equation in countries where the labor pool and exchange rates are advantageous. The interviewers operate under the direct control of the RONIN supervisory team, who monitor them on the phone as well as use specialized monitoring software to control quality and productivity. Only RONIN can make this work for we use our multi-lingual staff in London to monitor these interviews, regardless of where they are being conducted.

This approach is fundamentally different that the traditional "outsourcing" models and embodies much greater management and quality control than current "WebCATI" systems.

### About one-third of our studies are conducted by executive interviewers who excel in contacting hard-to-reach respondents

RONIN has an established reputation for reaching and interviewing senior respondents on a global basis. Our interviewers have proven ability in researching these types of respondents and are expert in establishing rapport with them.

The executive interviewers are drawn from the pool of our regular interviewing staff, but are given additional training before being joining the elite ranks of the executive interviewer team.

They work with a range of respondents, including:

- C-suite and Vice Presidents from very large companies;
- Our clients' most important customers in client-identified research;
- High net worth individuals; and
- Respondents from limited sample universes where it is mandatory for the interviewer to maximize all available sample.

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### Interviewer recruitment and training are rigorous

We have strong working relationships with London's top universities and embassies, providing us with an excellent source of bilingual graduates. Not only are our interviewers of the highest caliber, but as English speakers in addition to their native tongue, briefings are in English for consistent implementation in all countries.

With such a large labor pool available, RONIN prides itself on a vigorous recruitment process to maintain its high standards.

All new interviewers attend a full two-day course which far exceeds both IQCS and MRS requirements. Applicants are assessed through a series of tests such as role plays with 'gatekeepers' and mock interviews. After completion of the course, the trainer, in conjunction with the recruitment department, assess each applicant.

### Quality is an integral part of our operation

RONIN has made a significant commitment to quality, with processes for interviewer training and briefing, monitoring and quality assurance. RONIN is a member of the IQCS and interviewer quality is audited annually by independent auditors who have been working in the industry for decades. RONIN was the second company worldwide to be certified by ISO 20252:2006 in addition to ISO9001:2000. ISO20252 sets a common quality standard for market research globally. RONIN strictly adheres to CASRO, MRS and ESOMAR standards and global privacy laws.

All jobs are run within IQCS, ISO20252 and MRS standards and at least 10% of all interviews are monitored by native speaking supervisors. IQCS standards specify that only 5% of the production should be monitored. The Call Center at RONIN employs a regular team of multi-lingual supervisors.

We are member companies of:



We abide by the codes of conduct of:



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