

Face to face satisfaction survey interviews are mostly conducted for current customers of a wide range of used products or services (Media, telecom, Banking, Soda Drinks, commodity products...etc), and generally it targets the following;

1. In households
2. On the street
3. At customer's premises
4. At a central location
5. Exit interviews post purchase
6. At other locations

Face to Face is an ideal method as it enables the researcher to ask follow up questions that uncover and deliver further insight. Such research gives you an efficient overview about:

1. Confirm client brief or Clarify clients need
2. Document agreed deliverables
3. Design research
4. Obtain client sign off for methodology and deliverables
5. Review sample contact information
6. Project manage interviews
7. Action research
8. Data entry
9. Data analysis
10. Report generation
11. Deliver results