**Intro**

The purpose of this document is to set out the data structure that will be used to define the data set that is generated by the first follow up calls that are made as part of the Marketing project. This document should be reviewed by all concerned to ensure that there is agreement as to what information we are collecting.

The first follow up call occurs after the training materials have been sent to the factory in question. Therefore the follow up call is made conditional upon the factory agreeing to receive the information in the first call/pitch.

The purpose of the follow up call is twofold. Firstly it is an opportunity for the marketing team to address any questions/concerns that the factory may have regarding the training. Secondly it is the call in which it will be determined whether the factory will elect to send someone to the ‘free’ module.

**Outcomes**

The outcome of the following call is as follows

Outcome: The factory agrees to send someone to the “free” module/ the factory does not agree to send someone to the free module.

**Data Set**

The data set that the follow up 1 call process will generate will be stored automatically by the Input Program the marketing team will use when making the calls. The data will be stored in an invisible Pandas Data Frame. This Data set will not be modifiable by the marketing team.

The following variables are those that will make up the first/pitch call data set:

UID: The unique identifier of the factory

Designation: A designation code that represents the generic job title of the person within the factory that has been identified as the “Relevant Decision Maker”

Number Attempts: This is a numeric variable that represents the number of attempts it takes to reach the Relevant Decision Maker and to reach the Outcome.

No Discuss Code: If the decision maker is reached, but no discussion about the training and free module is possible then the reason for this will be recorded.

No Pitch String: If it is not possible to make the pitch then the reason for this will be briefly recorded by the marketing team using words

Questions/Concerns: If the discussion is held, then an ordered list of question/concerns raised by the factory will be recorded by the marketing team using pre-defined codes. This will be a list as above.

Free Dummy: This is a variable that equals 0 until the factory agrees to elect someone to the “free” module. If they disagree to elect someone, then the value of the variable will be 2.

No Free Code: If the factory does not agree to elect someone to the free module then reason for this will be recorded by the marketing team using a pre-defined code.

No Free String: If the factory does not agree to elect someone to the free module the reason for this will be briefly recorded by the marketing team using words.

Comments: The marketing team will enter a text relating to their “general impressions” the call, the tone, any perceived problems etc.