

Why Byan Research? 4 compelling reasons

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| 1 | Quality | Quality research using state of art tools and techniques |
| 2 | Speed | Speed and scalability in research execution |
| 3 | Experience | Top-notch team balancing category understanding and deep research expertise |
| 4 | Value | Best value for your research budget |

1 Quality research using state of art tools and techniques

A. Fieldwork Quality

We believe that quality of fieldwork is the foundation of a high quality research, hence we focus on accuracy in implementing the research methodology as planned with experienced interviewers, moderators, back-checkers and operations across the different research methodologies.

B. Art Tools and Techniques

We apply advanced analysis to provide insights not just numbers, for example: Multivariate analysis allowing for in-depth understanding the relations between the variables yielding the optimum results. Examples of the Multivariate include regression analysis, correlation, Jaccard, normalization analysis, Conjoint, Penalty analysis and cluster analysis among others.

C. Quality Checking Approach

We employ strict quality checking approach:

1. **For all types of studies:** Prior to fieldwork we do extensive field brief training, mock calls and pilot testing.
2. **For Face to Face Interviews:**
 - Silent recording for different questions using Nfield software for all surveys done
 - 50-60% back check for all the questionnaires (vs ESOMAR standards of 30%), along with 30% accompanying interviewers.
 - Regional back checkers ensuring best quality.
 - Ongoing logical check of data gathered during the fieldwork.
3. **For Mystery Shopper:**
 - GPS recording for the location of the place
 - Silent Recording is done for the mystery shopper
 - Supervisors accompany interviewers at least 50% of their visits.
 - Cards/ photos/ receipts/ live locations are attached with Mystery shoppers questionnaires.
 - Random visits are done by supervisors/back-checkers for a sample of stores' visits done by the Mystery Shoppers
4. **For Computer Aided Telephonic Interviews:**
 - Phone calls are recorded
 - Supervisors listen to the interviews done by the interviewers live to provide instant feedback.

2 Speed and scalability in research execution

At BYAN we have flexible and easily scalable workforce and facilities:

- For Face Interviews and Mystery Shoppers: We have up to 25 experienced field work interviewers and a number of supervisors and quality checkers. Regional field back-checking enabling any large scale regional on timely manner.
- For Focus Group Discussions: We have a focus group room in Cairo with highest facilities of viewing mirror, speakers, TV screen, video recording. Renting halls is applied in all other regions.

3 Top-notch team balancing robust category understanding and deep research expertise

Extensive research experience covering primary and secondary data allowing for efficient tackling of the business challenge.

Our team has extensive years of experience working through the different research methodologies with variant global research firms, handling ongoing trackers and ad-hocs nationwide across different industries.

4 Best value for your research budget

Given local and international tough market conditions, research budgets are being challenged to offer the best value at lowest costs. We understand this challenge, and we are structured to offer the best value. We have minimal overheads ensuring low administration costs for any contracted research.

With out compromising on quality, we enable you to do more with your research budget.