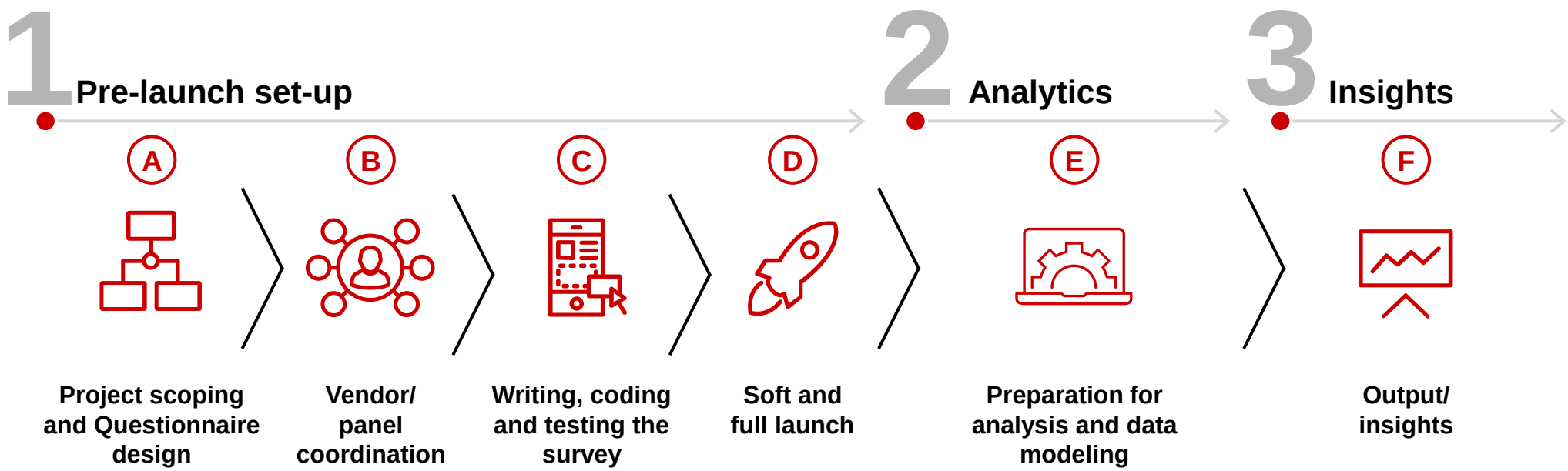
BAIN & COMPANY

BCN PEG: Surveys

Contact BCNPEGStaffing@Bain.com

BCN PEG's expertise spans across the survey value chain



BCN PEG ROLE

End-to-end survey expert teams

100+ surveys delivered end-to-end over 2023-24 YTD

Survey analytics teams / **1750+** surveys delivered over 2023-24 YTD

ECOSYSTEM PARTNERS

AIS / Primary Research

AIS

BCN PEG survey analytics: Variety of collaboration tools including the latest SaaS survey delivery platform and traditional Excel analytics

Saas platform

Nova
Powered by BCN PEG

1.A – Self serve model for case team to use directly

1.B – BCN PEG assisted model for project set-up, complex cuts, segmentation and robust quality checking functionality

Excel analytics

Automated excl based survey customized to be plug and play for survey slide blanks. Includes complex cross-cuts, filters/ QC criteria and open-text/ verbatim analytics

Wide variety of collaboration options for survey analytics

MODULE	Survey analytics			Slides and insights
	Nova Powered by BCN PEG — *SaaS based survey analytics platform* (Enables faster access to survey insights)		*Excel analytics*	*Plug and play slide output*
SKU	1 SELF SERVE	2 BCN PEG ASSISTED	3 CUSTOM MODEL	1 SLIDE SUPPORT
SCOPE	• **Tool access** to case team • Case team can upload data and generate rapid insights with **1-single click** • Intuitive **slicing and dicing features** available to filter/ segment data cuts	• In **addition to the self-serve SKU**, case teams are **supported by BCN PEG team members** for tool deployment • BCN PEG team **will set-up the platform, create complex segments, QC flags and cuts repository**	• Next gen survey analytics excel Model **customized to be plug and play** for ready insights • **Includes complex cross-cuts,** more complex filters/ QC criteria and open-text/ verbatim analytics	• Slide output that is ready to be plugged into client presentations • Optionality to **enable automated slide updates** (discuss up-front on set-up time involved) • Optionality for **Tableau output** (discuss up-front on timelines)
BCN FEES — DAY 1 FEES	$3.1K per survey *(one time access fees)*	$3.6K for day-1 (inclusive of the platform cost)	$3.6K	$3.6K
DAY 2 FEES	-	$0.8K	$3.6K	$3.6K
TOTAL (Typical fees on avg. 2-day survey)	$3.1K	$4.4K (Savings on the fees passed to the case teams)	$7.2K	$7.2K
TIMELINES	Instant *(real time platform- based output)*		~1-2 days	Custom (ranges from 1-3+ days)

Note: BCN team would be best positioned to comment on timelines/ fees once we review the scope/ specifics of the survey

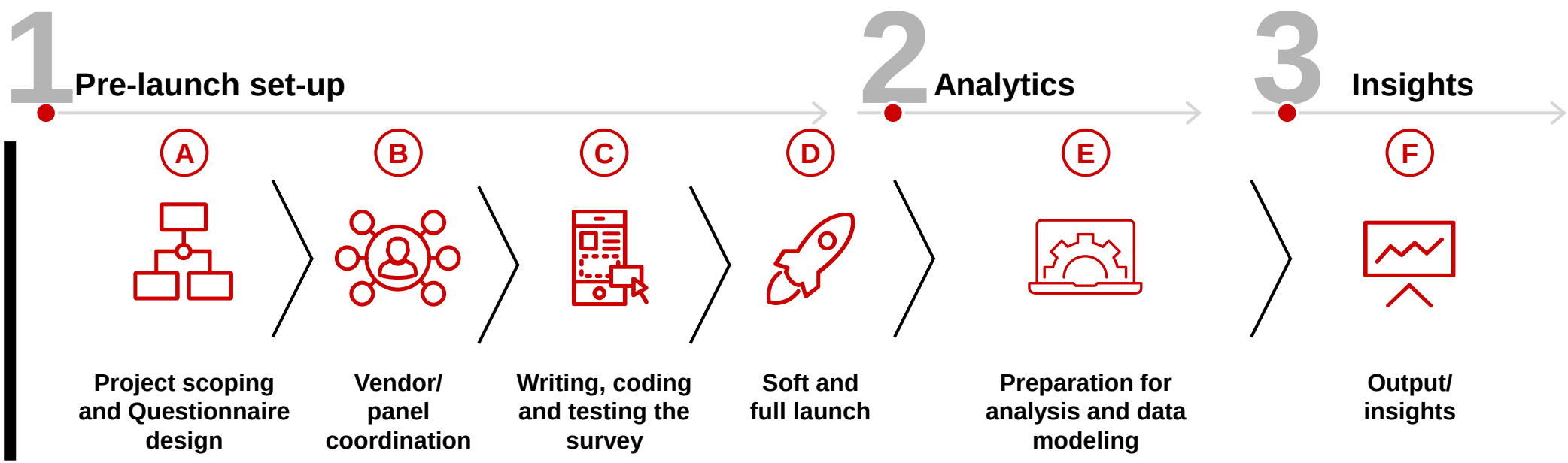
Which approach will work for my survey?

	1 SaaS PLATFORM **NOVA**	2 EXCEL ANALYTICS **Custom excel model**
DELIVERABLE AND END USER	**Data cuts/ insights over platform** is the primary deliverable and will be **limited to case teams for now (TBD in discussion with LT)** (client can be sent a value pasted excel of all cuts)	**Custom excel based cutter** is the primary deliverable which **can be forwarded by case team to client**
WHEN TO USE?	• **Optimize costs** (Improve margins/ convert cost sensitive clients depending on decision to pass savings on to client - **(TBD in discussion with LT)**) • Preference for self-serve motivated by: – Ability to **make edits** when **BCN teams are offline**/ unavailable – **Instant access to insights** • Cases requiring **quick turnarounds** can be tackled via self-serve or assisted by BCN PEG using the following **low-click automated process**: – Download raw files from survey portal and upload into platform – Press **One-Click Genie** to create cuts for all questions – Calibrate segmentation, filters and QC flags on any specific cut and **mirror the settings** across to all other cuts	• Preference for slide ready cuts including: – **Data rows** – **Custom vendor sorting** • Cases requiring heavy customizations – Multiple questions requiring **weighted analyses** – **Vendor clubbing** at an individual question level for multiple cuts – Combining multiple views within the same cut • Cases where **extensive changes** are expected to the **survey structure** • Surveys coded using **vendors other than IncQuery** and **Dynata**

BCN team can help you scope through your survey priorities/ timelines and help arrive at the right SKU for your need

BCN PEG end-to-end surveys: BCN PEG owns survey value chain from design to analytics/ insights

BCN PEG takes full ownership of survey workstream



Benefits for case team

- **Tap into our significant survey expertise/ experience**: Tap into our repository of templates at sub-sector level, PoV on experience with panels/ success/ costs across markets
- **Augment case team bandwidth**: BCN manages the process including coding/ vendor/ panel coordination
- **Launch survey on Day 0**: On-board the BCN before official start date of the case to design/ launch the survey with insights in week 1 itself

BCN fees/ timelines

- BCN fees is **$30-50K** (at $3.8K per day) – recommend budgeting 8-12 days

Insync reporting for survey cases delivered via Nova

(Strictly for BCN PEG Internal consumption)

BCN PEG SURVEY OFFERING: ANALYTICS & INSIGHTS

Wide variety of collaboration options for survey analytics

MODULE	Survey analytics			Slide support
	Nova Powered by BCN PEG — *SaaS based survey analytics platform* (Enables faster access to survey insights)		*Excel analytics*	*Plug and play slide output*
SKU	1 SELF SERVE	2 BCN PEG ASSISTED	3 CUSTOM MODEL	1 SLIDE SUPPORT
SCOPE	• **Tool access** to case team • Case team can upload data and generate rapid insights with **1-single click** • Intuitive **slicing and dicing features** available to filter/ segment data cuts	• In **addition to the self-serve SKU**, case teams are **supported by BCN PEG team members** for tool deployment • BCN PEG team **will set-up the platform, create complex segments, QC flags and cuts**	• Next gen survey analytics excel Model **customized to be plug and play** for ready insights • **Includes complex cross-cuts,** more complex filters/ QC criteria and open-text/ verbatim analytics	• Slide output that is ready to be plugged into client presentations • Optionality to **enable automated slide updates** (discuss up-front on set-up time involved) • Optionality for **Tableau output** (discuss up-front on timelines)
BCN FEES — DAY 1 FEES	A: $3.1K per survey *(one time access fees)*	A + B: $3.6K for day-1 (inclusive of the platform cost)	$3.6K	$3.6K
DAY 2 FEES	-	B: $0.8K	$3.6K	$3.6K
TOTAL (Typical fees on avg. 2-day survey)	$3.1K	$4.4K (Savings on the fees passed to the case teams)	$7.2K	$7.2K
TIMELINES	Instant *(real time platform- based output)*		~1-2 days	Custom (ranges from 1-3+ days)

Note: BCN team would be best positioned to comment on timelines/ fees once we review the scope/ specifics of the survey

SKU 1 – Self Serve

A

- Entry 1 - InSync for Nova tool cost
  - Add $3.1K and no team member
- For team members, InSync owners will add a different project on the same day

SKU 2 – BCN PEG Assisted

A + B

Day 1

- Entry 1 - InSync for Nova tool cost –
  - Add $2.8K and no team member
- Entry 2 - Insync for BCN team member –
  - $0.8K and add 1 team member

Day 2

B

- Entry 1 - InSync for Nova tool cost - NA
- Entry 2 - InSync for BCN team member(s)– $0.8K – $3.6K
  - Add team member based on scope and charge BCN PEG fees structure ($3.6K for 4.5 members team)

On all Nova SKUs manager will get the billing credit (including Nova tool cost)

Nova Powered by BCN PEG

This information is confidential and was prepared by Bain & Company solely for the use of our client; it is not to be relied on by any 3rd party without Bain's prior written consent

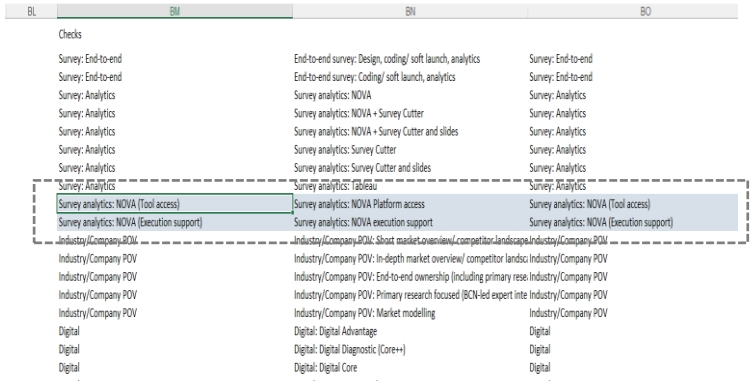
This information is confidential and was prepared by Bain & Company solely for the use of our client; it is not to be relied on by any 3rd party without Bain's prior written consent

Insync reporting for survey cases delivered via Nova

(Strictly for BCN PEG Internal consumption)

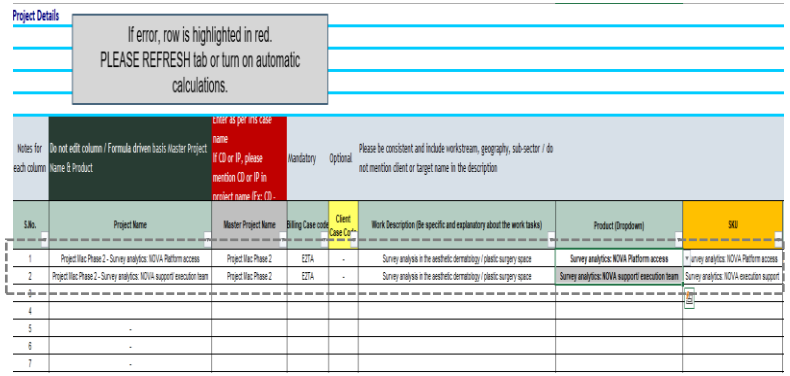
Sample InSync entry for Nova cases 〉

Data validation tab



BL	BM	BN	BO
	Checks		
	Survey: End-to-end	End-to-end survey: Design, coding/ soft launch, analytics	Survey: End-to-end
	Survey: End-to-end	End-to-end survey: Coding/ soft launch, analytics	Survey: End-to-end
	Survey: Analytics	Survey analytics: NOVA	Survey: Analytics
	Survey: Analytics	Survey analytics: NOVA + Survey Cutter	Survey: Analytics
	Survey: Analytics	Survey analytics: NOVA + Survey Cutter and slides	Survey: Analytics
	Survey: Analytics	Survey analytics: Survey Cutter	Survey: Analytics
	Survey: Analytics	Survey analytics: Survey Cutter and slides	Survey: Analytics
	Survey: Analytics	Survey analytics: Tableau	Survey: Analytics
	Survey analytics: NOVA (Tool access)	Survey analytics: NOVA Platform access	Survey analytics: NOVA (Tool access)
	Survey analytics: NOVA (Execution support)	Survey analytics: NOVA execution support	Survey analytics: NOVA (Execution support)
	Industry/Company POV	Industry/Company POV: Short market overview/ competitor landscape	Industry/Company POV
	Industry/Company POV	Industry/Company POV: In-depth market overview/ competitor landsc	Industry/Company POV
	Industry/Company POV	Industry/Company POV: End-to-end ownership (including primary rese	Industry/Company POV
	Industry/Company POV	Industry/Company POV: Primary research focused (BCN-led expert inte	Industry/Company POV
	Industry/Company POV	Industry/Company POV: Market modelling	Industry/Company POV
	Digital	Digital: Digital Advantage	Digital
	Digital	Digital: Digital Diagnostic (Core++)	Digital
	Digital	Digital: Digital Core	Digital

Project tab

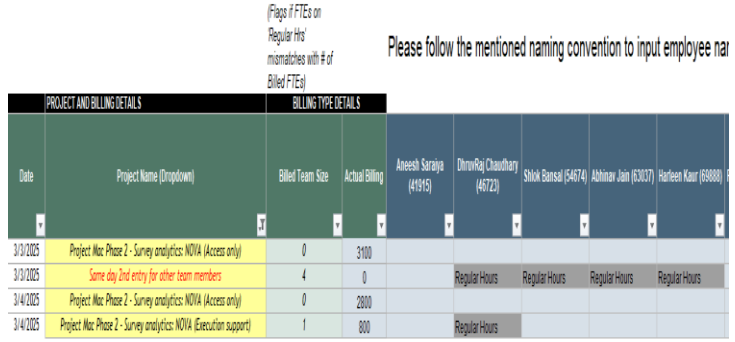


Project Details

If error, row is highlighted in red.
PLEASE REFRESH tab or turn on automatic calculations.

Notes for each column	Do not edit column / Formula driven basis Master Project Name & Product	Enter as per this case name If CD or IP, please mention CD or IP in project name (Ex: CD -	Mandatory	Optional	Please be consistent and include workstream, geography, sub-sector / do not mention client or target name in the description		
S.No.	Project Name	Master Project Name	Billing Case code	Client Case Co*	Work Description (Be specific and explanatory about the work tasks)	Product (Dropdown)	SKU
1	Project Mac Phase 2 - Survey analytics: NOVA Platform access	Project Mac Phase 2	EZTA	-	Survey analysis in the aesthetic dermatology / plastic surgery space	Survey analytics: NOVA Platform access	* survey analytics: NOVA Platform access
2	Project Mac Phase 2 - Survey analytics: NOVA support/ execution team	Project Mac Phase 2	EZTA	-	Survey analysis in the aesthetic dermatology / plastic surgery space	Survey analytics: NOVA support/ execution team	Survey analytics: NOVA execution support
3							
4							
5	-						
6	-						
7	-						

Team Tab



(Flags if FTEs on 'Regular Hrs' mismatches with # of Billed FTEs)

Please follow the mentioned naming convention to input employee nar

	PROJECT AND BILLING DETAILS	BILLING TYPE DETAILS						
Date	Project Name (Dropdown)	Billed Team Size	Actual Billing	Aneesh Saraiya (41915)	DhruvRaj Chaudhary (46723)	Shlok Bansal (54674)	Abhinav Jain (63037)	Harleen Kaur (69888)
3/3/2025	Project Mac Phase 2 - Survey analytics: NOVA (Access only)	0	3100					
3/3/2025	Same day 2nd entry for other team members	4	0		Regular Hours	Regular Hours	Regular Hours	Regular Hours
3/4/2025	Project Mac Phase 2 - Survey analytics: NOVA (Access only)	0	2800					
3/4/2025	Project Mac Phase 2 - Survey analytics: NOVA (Execution support)	1	800		Regular Hours			

In case of doubts, please feel free to connect with Nova PoCs or CoE leads

Nova
Powered by BCN PEG

This information is confidential and was prepared by Bain & Company solely for the use of our client; it is not to be relied on by any 3rd party without Bain's prior written consent

Know your NOVA PoCs

1 PEG Americas

Aneesh Saraiya

Sourish Gue

DhruvRaj Chaudhary

Kunal Grover

Shubham Tyagi

2 PEG EMEA

Reuben Dantes

Indranil Bhattacharya

Antriksh Miya

Aditya Arora

3 PEG APAC

Vikas Sharma

Munish Basrar

Devbhuj Bundela

Varun Chugh

Deepak Bhawani

Pipul Kumar Jha

Nova
Powered by BCN PEG

This information is confidential and was prepared by Bain & Company solely for the use of our client; it is not to be relied on by any 3rd party without Bain's prior written consent