



# Global Tenet Events And Research

- **Quality Control Management:**




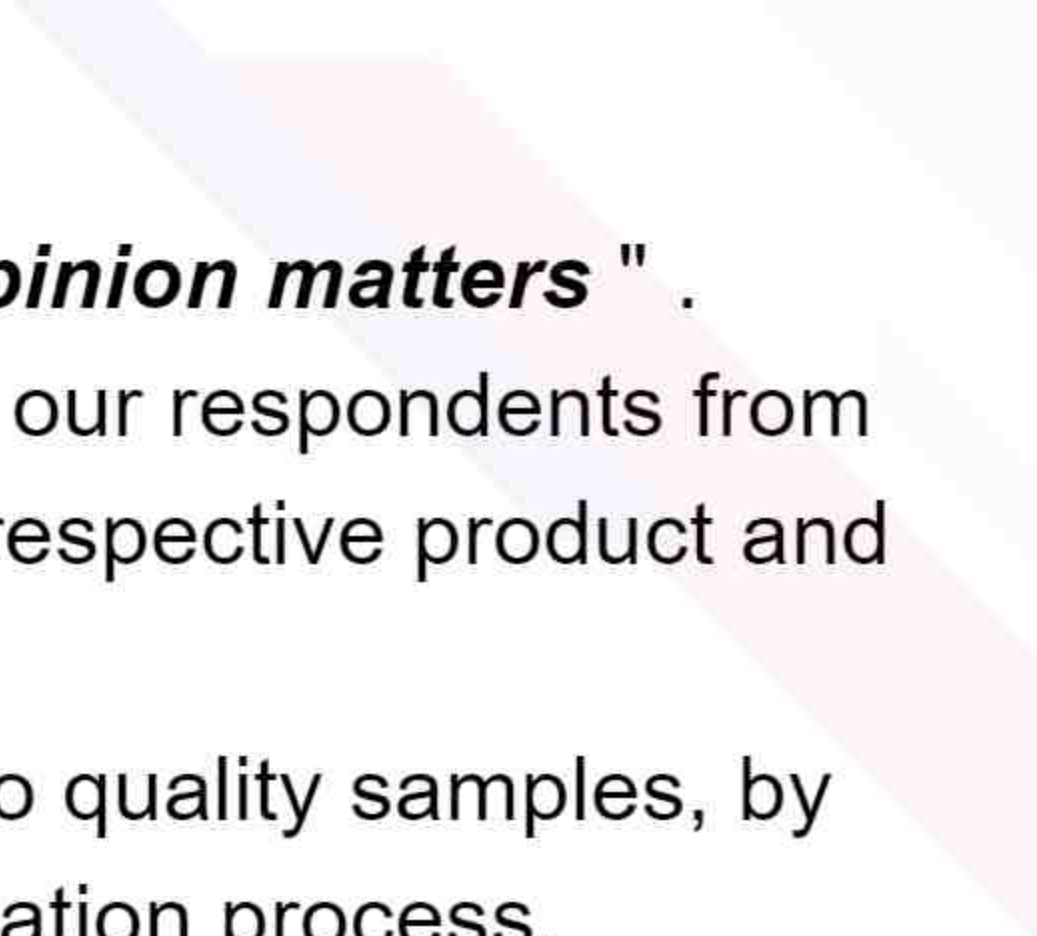


For Global Tenet, "**Quality Opinion matters**" .

We provide quality response from our respondents from different sectors/verticals on their respective product and services .

We give paramount importance to quality samples, by maintaining stringent validation process.

Providing quality articulated response to our client matters.



***... At GTER online panel service gives paramount importance to its quality parameters.***

***We understand client quality requirement and take cognizance on shaping it as per their customized request.***

***Get access to cutting-edge technology along with a combination of data analysis. We are ESOMAR Certified and follow GDPR/CCPA and CPRA compliance.***

***Parameters set for Quality: During the online panel recruitment process the Do's and Don'ts are shared with all the respondent and get consent on the same as we have Zero tolerance on quality issues. Also we are a respondent friendly panel and we make sure they are rewarded in-time for the genuine opinion shared on a respective product or services shared.***



## Live Quality Control Parameters ?

1. Global Tenet's Screener questions helps panel management team to target right respondent based on the Quota set.
2. Research Defender tool helps with minimal fraud and better data insights
3. IT checks BOT detection.
4. Geo IP check for start and end with same location.
5. reCAPTCHA set.
6. Device validation (No same device use)
7. Pre screener questions set-up.

## Post Completion Quality Control Parameter ?

- Intentional Human fraud removal from panel.
- Straight/Flat Lining – Respondent that has zero(0) or near to zero variance on an extended battery of attitudinal statements will be rejected
- Time spent on the survey – Panelist are rewarded to adhere the time slot provided in the study requirement.
- Open End questions- We appreciate articulate opinion from our panelist (refrain from 2-3 words replies in OE Q's). Also Zero tolerance for Gibberish responses.
- Validate Geo IP: panelist IP addresses are validated to avoid people accessing surveys from other countries than the Geo allocated.
- Pattern – Panelist are requested to take the one survey at a time to avoid any pattern/duplications if found then termination.

# Thank You

