

WHITEPAPER

Six reasons your market research quality control is failing and how to fix it today



We all need to deliver more value in shorter time spans

One of the best ways to achieve this is to automate core functions, making it easy to turn projects around faster and more accurately. Here are six standard quality control measures that your company can kick to the curb today – without sacrificing standards.



01

Unnecessary manual documentation

Reduce the chance of human error and recoup precious time.

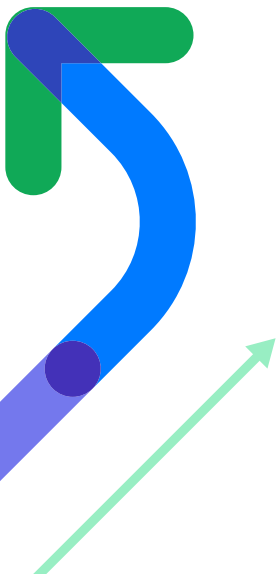
Most companies rely heavily on manual processes for quality assurance. The drawback is that quality management systems like ISO accreditations and checklists are highly manual and extremely time-consuming. With the right software, these processes are often redundant and can be cut – reducing the chances of human error and recouping precious time.

Any really good modern cloud-based software will automatically self-document and allow you to backtrack and monitor audit trails. For example, you should be able to easily monitor and track:

- Timestamp – date and time of the action performed.
- Action – the action performed (e.g., created, edited, or downloaded a document).
- The user ID and name of the user performing the action.
- The document ID and name of the document in which the action was performed.
- Details of the actions.

“Onerous quality management processes are a waste of time when you have tools that keep track of your work as you go along. If a mistake happens, you need to work out where and why, but relying on manual documentation is just as prone to human error, so all you’re doing is doubling up on work both up-front and during your audit.”

Mattias Engdahl – 15 years in DPa



02

A disconnected tech stack

Complete your entire research process in a single, collaborative document.



If you're like most market research companies, your tech stack consists of different tools for cleaning data, coding verbatims, crosstabs, advanced analysis, reporting, creating dashboards – the list goes on.

Unfortunately, tools like PowerPoint, SPSS, and Excel were not necessarily built to work together, and a significant amount of time and effort is spent compensating for this. Each step requires processes to be manually run and re-run, often copied and pasted from one software to the next. With this amount of manual intervention, your risk of error creeps up.

Furthermore, different tools often require different specialists or teams - meaning that the more hands your data passes through, the higher your risk of error. Finally, when you use a disconnected tech stack, your end-report has no connection to the raw data you started with. This compounds the problem, so when mistakes are spotted, every step must be checked and re-run, causing further risk of error, timelines to spiral, and deadlines missed.

Companies with all-in-one analysis and reporting technology avoid these risks and problems. The entire research process - from data cleaning to reporting, can be completed in a single, collaborative document. This negates the errors caused by human intervention and manually transferring data between different softwares.

Inevitably, mistakes do occur and will be spotted. With an all-in-one analysis and reporting tool, you can instantly update everything with the correct data, including any analyses, visualizations, and even your final dashboard.

03

Versioning of files

Eliminates the need to version any files.

When multiple people are working on the same project simultaneously, this often results in the creation of several versions of the same file. Here, meticulous naming conventions won't save you from the pending confusion and resulting error when it's time to combine everyone's work.

For example, a quick fix in one file might be missed in another, or an updated weight variable might be overlooked in another. At some stage, all the different versions must come together. And this painful, manual merging stage is ripe with error, expensive, and time-consuming.

Most modern tech supports collaboration and eliminates the need to version any files. In other words, everyone can simultaneously work on the same document, which updates in real-time.

Quality tech also includes features like version control or version history. Mistakes are simple to rectify, by clicking undo, redo, or revert to an earlier document version. As discussed earlier, audit control tools make it easy to trace what happened and by whom.

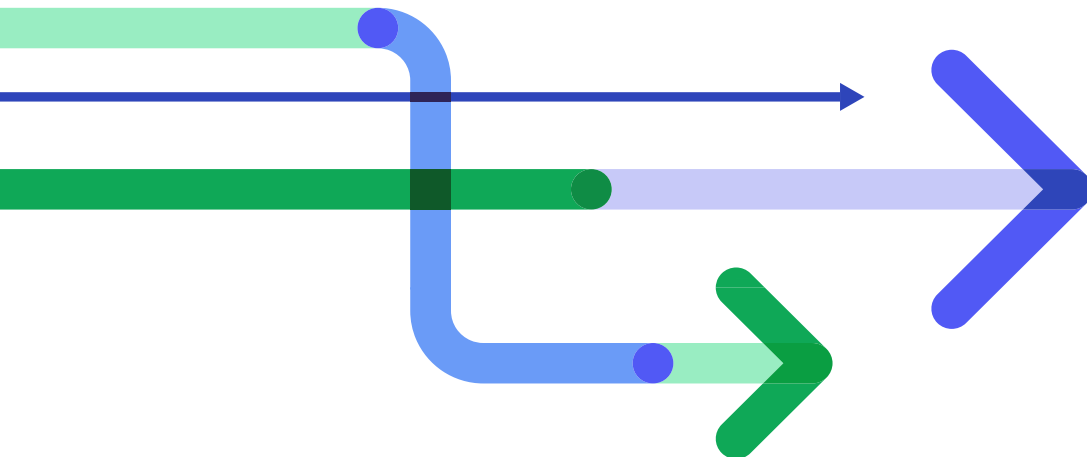
04

Untraceable errors

Checking a calculation now
only takes a few seconds.

The reality is that mistakes are often initially spotted by looking at a chart and thinking, “that number doesn’t look right.” But checking and double-checking a calculation is often time-consuming and frequently painful. This is especially true if it happened to be calculated by someone else, involve filtered or crosstab data, or is spread across multiple different files and software.

Modern software makes troubleshooting easy with ‘join the dots’ hyperlinking. For example, if all you are given is the final visualization, you can use hyperlinks to click back to each component connected to that visualization - all the way back to the source data. Checking how a variable was calculated now only needs to take a few seconds.



05

Manual updating of analyses and reports

Automatically update everything and save hours of manual work.

Most market researchers are all-too-familiar with the effort and time consumed by having to update tracking studies when new waves of data come in. Manually redoing analyses from scratch, updating call-out boxes, statistical testing, coding text data, and remaking each visualization with the latest data – all of it eats up weeks of time.

At best, some analyses can be ‘automatically updated’ with new data via code or syntax. In other words, you need to have the proficiency to write a computer program in order to update all your analyses at once. Unfortunately, this still means that reports and visualizations must be manually updated.

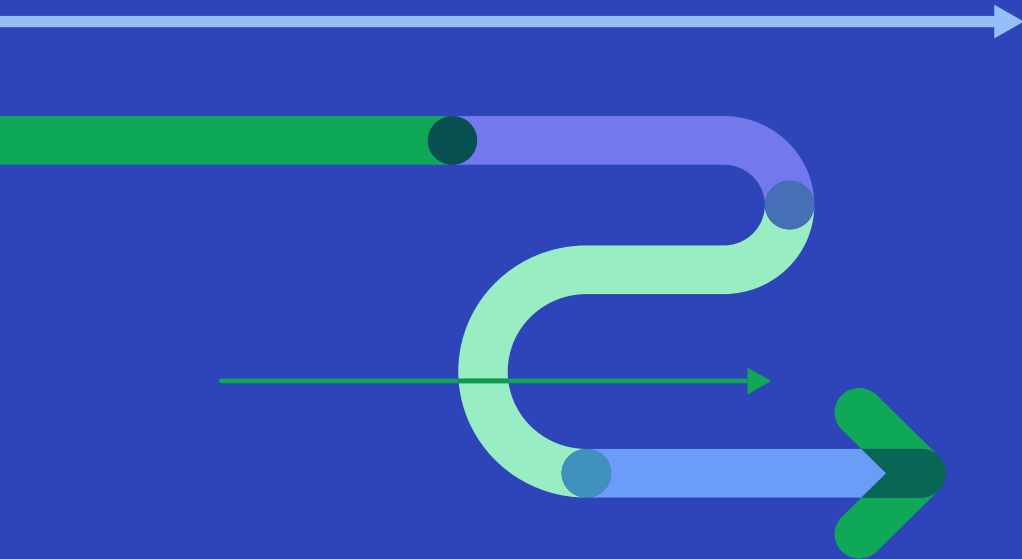
However, a few analysis platforms have been designed to update everything (analysis, report, dashboard, call-outs, text coding, etc.) by replacing a data set. This saves hours, days, or even weeks of manual work. It also eliminates most opportunities for error because there’s no double handling, no manual intervention, and no switching between tools.

06

Redoing work

Duplicate existing analyses and visualizations and use them as templates for other projects.

Many market research projects are built to be bespoke. However, that doesn't mean that every project needs to be started from scratch. Software now makes it possible to duplicate existing analyses and visualizations and use them as templates for other projects. Like instantly updating existing work, all you need to do is change the source data for your analyses to run. This gives you a massive boost and the ability to focus on adding value for your client.



So what happens now?

Market researchers know the importance of quality control. That's why considerable time and effort is expended in ensuring that analyses and reports are delivered to clients to the utmost standard. However, it's no secret that the processes behind market research quality control are often laborious, overly reliant on human intervention and error-prone.

Modern software can transform these processes by consolidating all the work in a single analyses and reporting platform, doing away with the need for versioning files, making it easier to trace errors, and eliminating much of the manual work involved in documenting and updating analyses. Automating these quality control measures ensures you save innumerable hours, can redirect attention elsewhere and turn around projects faster - without sacrificing any quality.

For a complete statistical analysis software package, consider Displayr. Displayr is designed to be a single tool to carry out all the analysis and reporting stages in the data value chain.



The way forward

“One of the biggest dangers, when you’re doing an analysis, is adding an error when you manipulate the data.”

Ron Gailey, President – Americas, Mobile Digital Insights

“There are many opportunities for mistakes when you have to work with data manually, copying data tables from Excel into PowerPoint to build visuals. We needed something new.”

Dustin Harper, Director Data + Analytics, H+K

How Displayr will help you

Get in contact with team@displayr.com if you would like some help reducing costs and increasing profits:

- Replace siloed systems
- Automated audit trails from results to source data
- Reproducible reporting
- Automated updating of analysis, reports, and dashboards
- No code
- Dynamic cloud reporting
- Automated data cleaning and formatting

Free trial of Displayr

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