



WEBCALL
INTERNATIONAL
RESEARCH

Asia's Top Data Collection Specialist

B2B | HEALTHCARE | EXECUTIVES | HARD TO REACH | B2C





ABOUT **WEBCALL**

Webcall Research is a market research agency specialized in data collection for hard-to-reach respondents for B2C in the Asia Pacific. We provide a comprehensive range of research services, including 1st class data collection to agencies, consultants and end clients. We offer coverage in Asian and English-speaking markets through our in-house international CATI facility and nationwide F2F coverage in Thailand and Philippines through our local based teams.

Webcall is a member of ESOMAR, Thailand Marketing Research society and Marketing Research Society of Hong Kong.

ESOMAR
| member



MARKET RESEARCH SOLUTIONS SERVICES



01

QUESTIONNAIRE DESIGN

We help you create and localise questionnaires that accurately measure the opinions and behaviors of your targeted respondents in APAC.

02

DATA COLLECTION

Our In-House native speaker interviewer team provides multi country data collection across Asia and English-speaking markets

03

RESEARCH SUPPORT

We offer interviewer resources as an extension of your operations. You can be more competitive in Asian and English-speaking markets while keeping control of the project management and quality control.

HOW CAN **WEBCALL** HELP YOU?

We offer tailor-made market research solutions that fit your needs and budget. Our experienced project team will give you advices on the design, data collection set up, project execution and data analysis so you can overcome business challenges and achieve your goal.



MARKET RESEARCH SOLUTIONS

QUALITATIVE

1

FOCUS GROUPS

Our service includes

- Focus group facility
- Focus Vision: Live streaming service
- DVD & audio recording.
- Moderator
- SIM translator (English, Japanese, Mandarin)

2

IN-DEPTH F2F INTERVIEWS

Our service includes

- Quality respondent recruitment
- Top moderators with deep understanding of the subject.

IN-DEPTH TELEPHONE INTERVIEWS

3

We recruit quality respondents with deep knowledge of the research topics. Our telephone interviewers and moderators are highly experienced. All interview recordings can be provided.

4

MYSTERY SHOPPING

We conduct mystery shopping visits according to client's specification, either shop visits or by telephone, in any industry.



MARKET RESEARCH SOLUTIONS

QUALITATIVE

5

ETHNOGRAPHY STUDY / HOME VISITS

Our service includes

- Respondent recruitment with full consumer profiles
- Incentive handling
- Mini-van arrangement with a personal driver
- Moderator
- SIM translator (Thai, English, Japanese, Mandarin)
- Videographer & photographer
- Audio recordings



6

ONLINE FOCUS GROUPS

Our service includes:

- Respondent recruitment with detailed consumer profiles
- Moderator (Thai, English, Japanese, Mandarin)
- SIM translator. (Thai, English, Japanese, Mandarin)

MARKET RESEARCH SOLUTIONS

QUANTITATIVE

1

MULTI-COUNTRY
TELEPHONE SURVEYS
(CATI)

2

CUSTOMER
SATISFACTION
SURVEYS

3

PRODUCT TESTS



F2F INTERVIEWS
(PEN & PAPER, CAPI)

4

IN HALL STUDIES

5

WEB ASSISTED INTERVIEWS

6



OUR COVERAGE

TELEPHONE INTERVIEW (CATI)

Webcall has its own in-house [telephone](#) resources for **B2B** covering the following markets:



THAILAND



JAPAN



PHILIPPINES



KOREA



MALAYSIA



SINGAPORE



TAIWAN



INDONESIA



HONG KONG



VIETNAM



AUSTRALIA



USA



NEW ZEALAND



UK



OFFLINE – ONLINE CAPI

THAILAND, PHILIPPINES, MALAYSIA, INDONESIA

Webcall has local offices in Thailand, Philippines, Malaysia and Indonesia for **quantitative** and **qualitative** methodologies. Our services cover the following:

- B2B
- B2C (Consumer)
- Medical

Our field force is spread over the entire country, covering large, medium and small cities as well as towns and rural areas.



MALAYSIA



THAILAND



INDONESIA



PHILIPPINES



B2B

Expert in business
and hard-to-reach
audiences

AUDIENCE

- Decision Makers & Influencers
- Top-Level Executives, C-Level
- Legislators, Politicians
- Academics

SECTORS

- Financial, Banking and Insurance
- Automotive
- Publishing
- IT / Technology
- Energy Utilities
- Public Sector
- Manufacturing / Chemicals

We cover most Asian and all English speaking markets with our in-house native-speaking interviewers.

CASE STUDIES: B2B

F2F & TELEPHONE INTERVIEWS

E-BOOKS

60-minute in-depth interview with C-Level respondents on E-publishing

Countries: Thailand, Singapore, Malaysia, Hong Kong

LIGHTING TECHNOLOGY

20-minute interview with decision makers on lighting technology

Countries: Taiwan, Korea

FINANCE

30-minute telephone interview with Finance Directors on Credit Rating Agencies

Countries: Hong Kong, Singapore, Australia, Thailand

LUBRICANT OIL

25-minute interviews with decision makers on purchasing lubricant oils

Countries: Thailand, Singapore, Malaysia

Other case studies:

- 20-minute telephone interview with chefs on restaurant's kitchen appliances / Australia, New Zealand
- 60-minute in-depth F2F interview with key opinion leaders (politician, journalist, stakeholders) on company's reputation / Thailand
- 60-minute in-depth F2F/ Telephone interview with business owners of retirement villages & nursing homes / Thailand
- 60-minute in-depth F2F interview with stakeholders in Karaoke businesses / Philippines
- 20-minute Customer Satisfaction Survey with purchasing directors on industrial equipment / Thailand
- 15-minute telephone interview with maintenance directors on excavators and construction equipment / Philippines

B2C [Consumer]

We apply innovative methods to help you understand shoppers' and consumers' decision-making process and perceptions.



Our methodologies include F2F & Telephone Interviews, Mystery Shopping, Focus Groups, Online Communities and In-Hall/CLT

SECTORS

- Food, Drink and Groceries
- Retail and Online Shopping
- Mobile Apps and Augmented & Visual Reality
- Financial Services
- Insurance
- Automotive
- Travel and Transportation
- Construction & Housing
- Lifestyle

CASE STUDIES: B2C

TELEPHONE CONSUMER STUDIES



MOBILE PHONE USER

20-minute interview monthly wave customer satisfaction tracking study in Thailand and Philippines
Sample Size: 1000 interviews per month



In-Vehicle App Navigation Cust Sat

20-minute telephone interview with In-Vehicle App navigation system
Sample size: 500 interviews (national representative)

Other case studies:

- 15-minute consumer Customer Satisfaction telephone interviews for petrol loyalty card members / Singapore, Thailand, Malaysia
- 30-minute Customer Satisfaction telephone interviews with consumers on direct-selling brand / Thailand
- 30-minute Customer Satisfaction telephone interviews with mobile brand users / Indonesia
- 15-minute Customer Satisfaction telephone interviews for leading car manufacturer / Thailand
- 30-minute Customer Satisfaction telephone interviews for Insurance holders / Thailand, Philippines, Malaysia
- 15-minute Customer Satisfaction telephone interviews for Cosmetics brand users / Korea, Japan, Thailand, Singapore

CASE STUDIES: B2C

F2F – Offline CAPI - Gang Surveys



MOBILE PHONE

30-minute interview with mobile phone users in Thailand's major cities

Sample Size: 500 interviews



GANG STUDY

1-hour Gang consumer survey with mobile users in Philippines

Sample size: 500 respondents in Manila and Cebu

Other case studies:

- 1-hour consumer lifestyle survey with general population in Thailand and Philippines.
- Experimental Auction study in Rural Thai areas for FMCG products
- 25-minute offline Nat Rep CAPI study in Thailand with car owners
- 15-minute online Nat Rep CAPI study in Philippines with FMCG consumers
- Mystery Shopping store visits for luxury brand retailers / Thailand
- Mystery Shopping store visits for consumer electronic appliances for leading electronic brand/ Thailand
- 3-hour ethnographic study (home visits) with Thai families from different SEC categories on technology & lifestyle / Thailand
- Exit interviews on cosmetic retailer customers / Thailand, Philippines

CASE STUDY: QUALITATIVE

FOCUS GROUPS – CLT



AUTOMOTIVE

2-hour of 20 Focus Groups with car owners

Topic: Car maintenance & new concept



MOBILE APP

1.5-hour of 10 Focus Groups with young female adults

Topic: Mobile beauty app UX testing

REAL ESTATE

2-hour of 10 Focus Groups with affluent expats & Thais

Topic: Concept testing of luxurious housing project



MOBILE TESTING

20 Focus Groups with mobile users

Manilla, Cebu, Davao





MEDICAL

Webcall has a unique expertise in delivering top class healthcare studies in Thailand and Philippines.

AUDIENCE

A dedicated in-house team regularly interviews:

- Healthcare practitioners
- Key opinion leaders
- Healthcare policy influencers
- Patients

SERVICES

- Project management
- Recruitment
- Moderation / Interview
- Translation of research material
- Transcription
- Content analysis
- Incentive handling

Access to more than 1,500 medical facilities, laboratories, hemodialysis centres, blood banks, medical schools, physicians, surgeons, and dentists.

CASE STUDIES: MEDICAL

F2F & TELEPHONE INTERVIEWS

DENTISTS

20-minute F2F / Telephone interviews with dentists on dental consumable products

Countries: Thailand, Philippines

ORPHAN DRUGS

1-hour F2F / Telephone interview with key opinion leaders, policy maker, payer and hospital procurement managers

Country Thailand

PULMONARY ARTERY HYPERTENSION (PAH)

1-hour telephone interview with key opinion leaders & physicians on hospital reimbursement on PAH.

Country: Thailand

VACCINATION

1-hour telephone interviews with GPs and Pediatricians on Dengue Fever and Chikungunya vaccination

Country: Thailand

Other case studies:

- 15-minute telephone interviews with dentists on oral care products / Japan, USA
- 25-minute telephone interviews with Radiologists, Distributors, Purchasing Director on X-Ray devices / Thailand
- 20-minute multi-wave recruit-to-web survey with decision makers on purchasing imaging devices / Thailand
- 30-minute recruit-to-web surveys with Head of Research Departments, Principal Investigators on proteomics and cytology equipment landscape / Thailand
- 40-minute recruit-to-web surveys with GPs and Orthopedists and Rheumatologists on arthritis treatment / Thailand, Philippines
- 60-minute in-depth interviews with Lab Managers and Distributors on In-Vitro Diagnostics (IVD) market / Thailand, Philippines

OUR TEAM

MANAGING PARTNER

SPYROS KOUTLELOS
THAILAND & HONG KONG
koutlelos@webcall-research.com

MANAGING DIRECTOR

SUTHIDA TEERAPRASERT (JOY)
THAILAND
teeraprasert@webcall-research.com

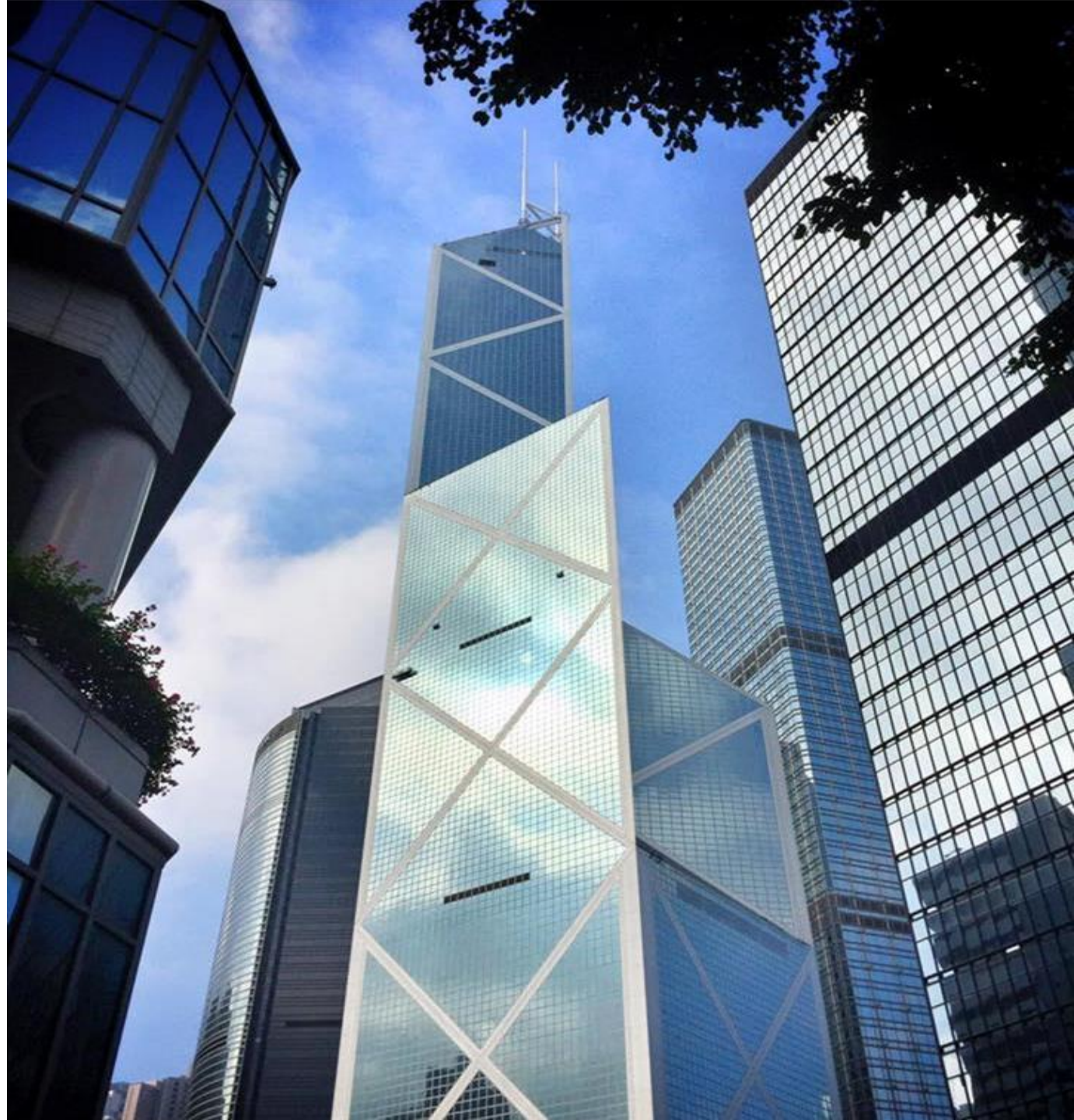
PROJECT DIRECTOR

RHODA VILEGAS
PHILIPPINES
rhoda@webcall-research.com

BUSINESS
DEVELOPMENT
MANAGER

DON MUECO
PHILIPPINES
don@webcall-research.com

THAILAND: +6685-913-9393 | HONG KONG +852-8199-0392





WEBCALL
INTERNATIONAL
RESEARCH