Quality documentation

This document is intended to be a guide to the technical framework and processes at SynoInt and our work on achieving a consistent high quality when collecting, processing and reporting data. The document focuses on four key areas:

1. SURVEI QUALITY

When collecting data, it is important that the tool of collection, the survey, is of high standard. This section covers how SynoInt work with ensuring a high-quality data collection.

1.1. The need for a survey to be independent of device

1.1.1. According to statistics gathered during past 12 months in SynoTool, SynoInt's custom developed survey tool, 40-50% of all survey respondents are replying to surveys on a Smartphone or a Tablet. It is evident that there is a need for online surveys to work on all devices, thus offering the possibility for participants to participate on all types of devices.

1.1.2. SynoTool has the capability to automatically detect and adjust the survey design based on the device type used by the respondent, providing all users with a good survey experience. It also supports adapting video and audio formats to work on mobile devices.

1.1.3. It is important to ask questions that can easily be answered on a mobile device. For instance, matrix questions are notoriously challenging for respondents that are using a Smartphone or Tablet. To offset this, SynoTool has developed a function to automatically detect matrix questions and split them up into several single questions which are more suitable for smaller screens.

1.2 Language

1.2.1. Surveys often need to be offered in the respondents language. SynoTool supports 62 major languages, 14 dialects worldwide and provides the opportunity to either create one survey link that allows the survey respondent the option to choose the language that is best for him/her or to create different predetermined survey links for each language.

1.2.2. Wording of questions is important. It needs to be clear what is asked from the respondents and how they should answer. Moreover, reply alternatives need to be

well thought out so that all respondent can reply in a true and honest way (this include things such as reply options "don't know, "other" or "not applicable").

1.2.3. Questions and reply options that are unclear or difficult to understand can undo all other preparations and efforts. At SynoInt we have many experts with years of experience from leading global research agencies to make sure we get as true answers as possible.

1.3 Length of survey

Keep the length of survey in mind. SynoInt quality data shows that the quality of answers tends to drop after 15 minutes. To get high quality replies, our recommendation is to keep it as short as possible with an optimal length below 10 minutes unless absolutely needed for optimal results. If there is a need for more questions, we recommend doing two surveys and to link the replies of the same respondents together if needed.

1.4 Verification

After SynoInt operations team has scripted and testreplied a survey, a final step we recommend our clients is to also reply to the survey themselves before sending it out. To answer the survey as a respondent is a good way to spot potential mistakes, gives a good view of if questions look as imagined, are easy to understand and that it is reasonable for a respondent to answer the entire survey.

2.ONLINE PANEL DATA QUALITY

As most of the data collection at SynoInt is conducted with the help of online panels, this section covers how SynoInt ensure that the quality of online panels is high and the correct target group is surveyed.

2.1 Respondent sources

2.1.1. SynoInt work with carefully selected online panel providers, including a closer partnership with Cint and its 40 Mn panel members. We have implemented a process to continuously evaluate each source. A key focus in our evaluation process is transparency and control to allow us to internally handle and look for sample selection that is as consistent as possible.

2.1.2. We believe in using the latest available methods and technology for blending high quality sources of panels in most of our market research projects. This gives access to different types of individuals that have joined a specific online panel for a specific reason.

2.1.3. By blending the panels used, we aim to get a representative sample that covers all types of individuals rather than only using one specific panel with a single recruitment source.

2.2. Typical recruitment sources of online panels used by SynoInt:

- Banners and ads on websites and social media
- Telephone interviews
- Face2Face interviews
- Editorials in media
- Loyalty programs
- Targeted recruitments
- Charity

2.3 Rewards

At SynoInt we reward respondents in ways that trigger optimal response rates. Examples of rewards that are frequently used include donations to charities of choice, cinema tickets, free access to premium media content, gift certificates and free internet/ data. SynoInt has a policy to avoid sampling in online panels that consist of "professional" and cash rewarded panel members where data quality and sincerity is perceived as low

2.4 Representation of population

To be able to draw any meaningful insights from a survey it is important to have as representative sample as possible. Every research method has its limitations. At SynoInt we are aware of the limitations of CATI, F2F as well as online fieldwork. Through a consistent and structured internal quality improvement process, we are trying hard to understand how this affects data collection and how results are interpreted. We implement our insights in our way of work to improve results for our customers.

3. ANALYSIS & REPORTING QUALITY

In the processing and reporting of data there are a variety of options and choices facing all market researchers. SynoInt is committed in getting the true story of the respondents to our clients. This section covers how that is done.

3.1 Data management

3.1.1. SynoInt is using the SynoTool platform for data processing, data cleaning and tabulation. SynoTool gives a wide range of choices for data processing. When clients have specific needs that are not suitable for SynoTool, our employees mainly work with the SPSS software.

3.1.2. SynoInt is committed to cleaning the data to ensure that fraudulent respondents are not included in any report or make the data and insights gathered from the fieldwork biased in any way. All "bad quality" respondent's IDs or email addresses that are collected by SynoInt are stored and blocked from future participation.

3.2 Reporting

3.2.1. SynoInt is committed to delivering uncomplicated and easy to read reports and presentations where the insights do the talking. We believe in providing insights where all respondents get their story across, – not only a small segment of "exciting" respondents.

3.2.2. For each project and need, we can tailor reporting to deliver the right type of insight in the format and method needed to support the client's business needs. We work with raw data in Excel, SPSS, CSV datafiles, tabulations in Excel, graphs in PPT, to analytical reports and on-line data visualisation in custom dashboard.

4. QUALITY PROCESSES

SynoInt quality control is at the heart of what we do. Below are the areas of quality management which are discussed at all levels in the company and guide the company's quality work going forward.

4.1 Responsibility of SynoInt vs. Client responsibility

Sometimes the division of responsibility between Syno's project manager and the client is unclear. We aim to be clear in our client communication in questions concerning, among other things, the spotting of mistakes and improvement of survey design. SynoInt aims to learn together with our clients to improve the respondent's experience and overall quality of a project. SynoInt will always take the full responsibility of any project that is conducted by our employees.

4.2 General safety

SynoInt offices, servers and general information are stored in modern and safe premises. We follow relevant data regulations in all markets.

4.3 ESOMAR

SynoInt is compliant with ESOMAR (formerly known as The European Society for Opinion and Market Research), which is a membership organization representing the interests of the data, research and insights profession at an international level, regulations and in first part of 2019 intends to apply for a full corporate membership of ESOMAR. SynoInt also complies with the requirements of the ICC/ESOMAR Contents International Code on Market, Opinion and Social Research and Data Analytics.

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5. CONTACT

If you are interested in a deeper discussion around our quality work and processes, please contact info@synoint.com

5.1. Changes

5.1.1. The main and always updated version of this Quality documentation is posted in English on https://www.synoint.com/legal/.

5.1.2. This Quality documentation might be used by the following sites:

www.synoscore.com, www.synoanswers.com, www.synopanel.com, www.synorewards.com, www.surveyo24.com, www.synokorea.com, www.synojapan.com.