

# Rapid, remote data collection

A Data on Demand Service [30 MARCH 2020]

**To support COVID-19 response and interrupted survey efforts, we have decided to offer our remote / mobile-phone-based data collection capabilities as a standalone service.** Our service is:



**Safe:** Our 1000+ data agents work from home and execute phone surveys remotely while being connected via automated backend monitoring systems. No physical interaction or travel that risk accelerating COVID-19 prevalence are required.



**Efficient:** Cost and speed advantages of mobile data collection are provided as widely as possible. We have deployed large-scale phone-based surveys in less than a week via our distributed management structure and data systems.



**High quality:** Our methods yield the best data quality (i.e. representation, accuracy, and comprehensiveness) possible using remote techniques. This includes optimized survey execution tactics, state-of-the-art audio audits, tech-powered quality control, and other independent quality checks.



**Transparent:** Every data collection exercise pro-actively discloses any possible threats to data quality due to the remote nature of phone surveys.

## CONTEXT

In the Global South, COVID-19 has made accessing timely population data a life-and-death concern while also interrupting in-person program and survey activities.

This has accelerated interest in remote data collection techniques for low-income, hard-to-reach populations. These techniques can dramatically reduce time, cost, and risk in comparison to in-person surveys. However, remote methods also present data content and quality limitations, which can yield misleading or damaging outcomes.

Through years of systematic design testing, our **Data on Demand** initiative has optimized remote practices for every stage of data collection and processing. These include remote techniques for sampling, survey design, training, survey assignment, survey execution, quality control, and analysis.

It is unusual for us to offer a technical service independent from our advisory team. However, COVID-19 has generated clear and urgent needs that prompt this unprecedented step to help minimize the virus's direct and indirect societal damage.

## ADDITIONAL INDIA CAPABILITIES

We have additional capabilities in India due to our historical partnerships and established, locally-grounded team. We have survey experience with 30,000+ households across 8 states and 1000+ locally based data agents for fast, large-scale data collection. In addition, the bulk of our Data on Demand innovation team is based in India to innovate and trouble-shoot in real time. Existing India survey partners include NITI Aayog, POSHAN Abhiyaan, Bill and Melinda Gates Foundation, World Bank, Children's Investment Fund Foundation, and many others.

## CONTACT

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