



METHODS

High requirements,
high knowledge transfer

INNOFACT B-to-B Surveys

INNOFACT has developed a valid set of instruments from a large number of studies in the past, with which B-to-B questions can be implemented quickly and reliably within the framework of market research projects.

Clients from various industries have been relying on surveys with **INNOFACT B-to-B samples** for years. In this way, they secure decisive advantages in highly competitive markets.



Market research with business customer sample

Different methods of recruiting participants

■ CATI surveys:

Traditionally, many B-to-B studies continue to be conducted as pure telephone surveys (CATI): The test persons are recruited by telephone and the interview also takes place by telephone.

■ Hybrid surveys:

Hybrid surveys are another option: The interviewers approach the respondents by telephone and try to win them over for an online interview. As a rule, the respondents also have the choice of conducting the interview by telephone in hybrid surveys. A hybrid survey enables at least some of the respondents to take advantage of an online interview: Free choice of the time and place of the survey, thus authentic response behaviour and higher commitment of the respondents.

■ B2B and special panels:

Recruiting special target groups is always a challenge in the B-to-B environment. **INNOFACT** has preselected some groups of respondents such as IT or telecom decision-makers or managers of medium-sized companies in panels. We are happy to check whether we also have your target group at our disposal.

■ Xing recruitment

There are target groups that are not represented in any panel. This is where our "Xing recruitment" comes in. **INNOFACT** has extensive experience in addressing decision-makers in social media and has developed a proven process to attract hard-to-reach groups of people for surveys.

Recruitment and execution in CATI-Studio

All interviewers who recruit respondents for B-to-B studies are specially trained and are able to win over target groups that are difficult to reach for a survey.

Depending on the initial situation, **INNOFACT** either uses addresses provided by the client (e.g. by customers) or researches the contact persons in the companies according to precise specifications.

The institute's own CATI system is a proprietary development and has been specially optimised for use in B-to-B studies:

- Plausibility checks and calculations during the interview
- Documentation of contact and interview history
- Sample management and deadline monitoring
- Automated reminder functionalities
- Multilingual capability
- Multi-Method-Option: Seamless use of the questionnaire also as an online interview

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