



METHODS

High standarts, high volume knowledge transfer

INNOFACT B-to-B Surveys

**INNOFACT** has developed a valid set of instruments from a large number of studies in the past. This can be used to implement into 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 by 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 on 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.

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 specifically 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