



CLT BEST PRACTICES

AN OVERVIEW





BEST PRACTICES

FOR CLTs



STANDARDIZATION

- Detailed interviewer phone briefing
- Detailed hard copy instructions
- Standardized equipment (e.g., wash basins)
- Consistent, clean air quality for fragrance testing



QUALITY CONTROL

- Pilot testing
- Phone briefings
- Picture validation of interviewer stations
- Video recording
- Respondent validation
- Mystery shopping

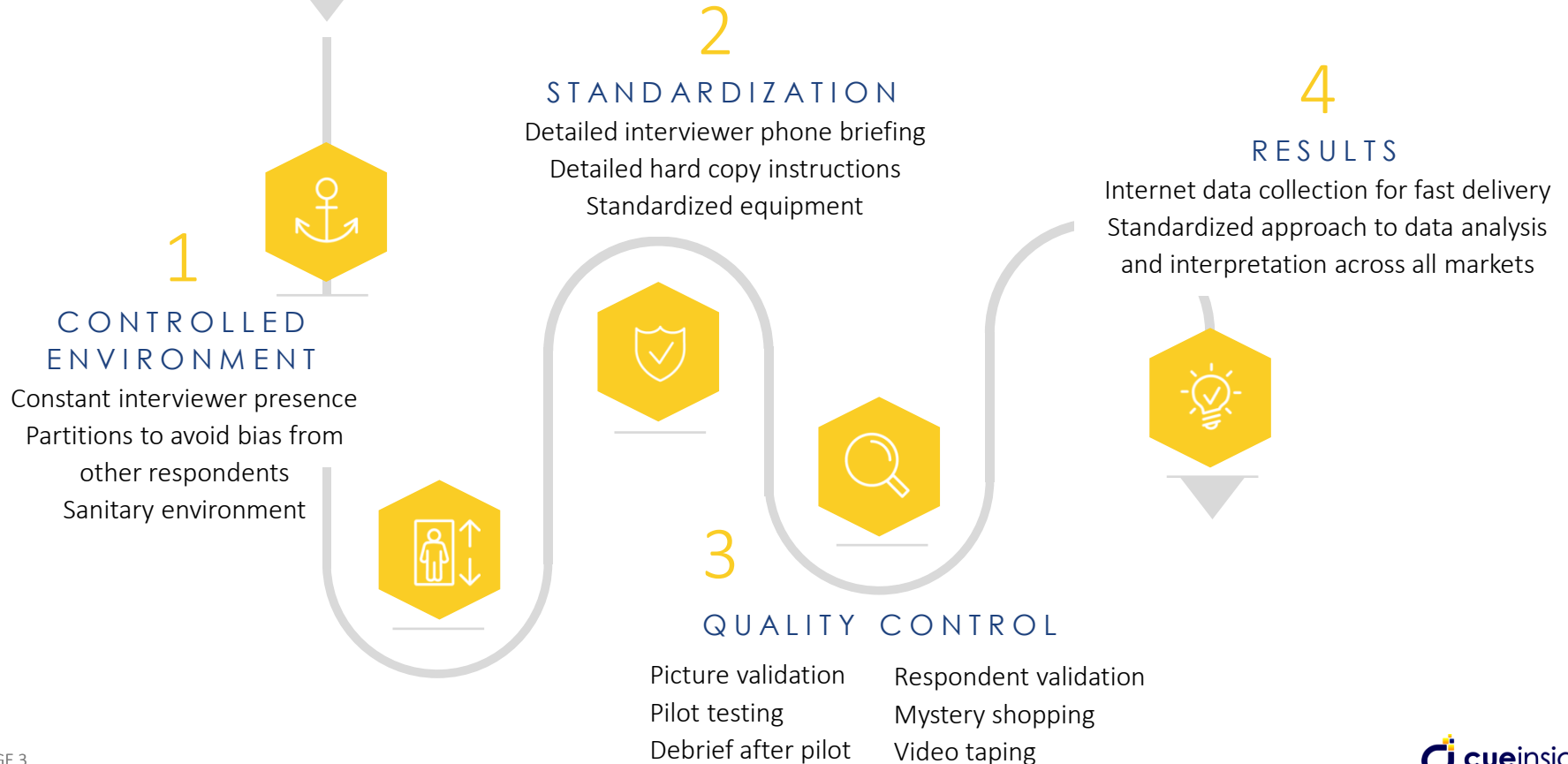
MANAGEMENT

- Successful track record at facility
- Presence at facility (in person, virtual)
- Partitions to avoid bias
- Sanitary environment
- Random audits



THE TESTING PROCESS

FOR QUALITY & ACCURACY





QUALITY CONTROL

BEST PRACTICES



BRIEFING

FOR INTERVIEWERS

- Prior to testing, we will distribute detailed, written interviewer instructions and hold a telephone briefing with supervisors/managers in all markets to **ensure global consistency** through adherence to all study protocols and quality standards.
- Instructions/briefing will cover the following:
 - Study overview and objectives
 - Recruitment criteria and sample quotas
 - Information related to prototypes:
 - Descriptions and quantity of each product they should have received for the test
 - Codes/identifiers used on each product for the questionnaire
 - Instructions related to dispensing product to each respondent (how much, in what manner, on which hand, etc.)
 - Instructions on how respondents should use the product
 - Set up of interviewing station (cleanliness, placement of computer, etc.)
 - Online survey link
 - Information to collect for respondent logs (sign in sheets, phone numbers, etc.)
 - The interview process:
 - Where interviewer/respondent should sit
 - Flow of interview
 - Who should enter answers into the computer
 - What to do with product when the study ends (destroy, mail back, etc.)



PILOT TESTING

P R I O R T O F U L L L A U N C H

- Pilot testing, or pre-tests, will help **refine the interview process** prior to full scale launch.
- For each market, 3 – 6 pilot interviews must be conducted before full scale fieldwork can begin.
- Pilot tests can utilize one-way mirrors for client observation.
- Following each pilot interview, adjustments will be made to the questionnaire program, interviewer instructions, and/or study protocols as needed.
- Learnings from each pilot will be communicated across all facility locations to ensure consistency.



PICTURE VALIDATION

O F S E T U P

- Picture validation will give our personnel **real time, visual access** to all local market facilities to ensure consistency and quality in study set up.
- After facility set up, prior to any testing, pictures of the facility and all relevant areas are taken and emailed immediately to our personnel.
- Pictures may include reception/waiting area, room layout, interviewing station and sinks, and all study stimuli.
- We must review and approve all pictures from each facility before testing begins.
- If pictures do not represent optimal study conditions, our team will work with the facility to make appropriate changes, followed by additional photographs and approval before testing can begin.



RESPONDENT VALIDATION

TO CONFIRM ADHERENCE

- Respondent validation will **confirm that study protocols were followed**.
- All respondents will sign a respondent log during the interview process.
 - The log will include their name, phone number, and signature.
- During field and for 1 – 2 days after field closes, 10% of all interviews will be validated through phone calls to respondents who recently completed the study.
- Phone calls will verify that:
 - Respondents qualified for the survey (by repeating several screener questions)
 - Study protocols were followed by interviewers (facility set up, disbursement method of product, cleanliness, etc.)



MYSTERY SHOPPING

FOR FURTHER MONITORING

- Mystery shopping offers an additional method of **monitoring adherence to study protocols and quality standards**.*
- A separate agency is hired to conduct mystery shops in each central location testing facility.
- Mystery shoppers are selected to represent the key demographic target for each study (i.e., females ages 18 – 34).
- Shoppers are coached on how to answer screening questions in order to qualify for the study.
- Shoppers complete the study just like any regular respondent.
- After the interview is conducted, shoppers fill out a survey evaluating the facility, the interviewer, and the interview process.
- Data from each shopper is deleted from the final data file.

* Additional costs will apply.



THANK YOU

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