

Origo Group + nebu

Increasing effectivity & efficiency of continuous research by automating sample handling

CASE STUDY

“Nebu helped us to decrease time spent on handling incoming sample files. One particular project demanded around 40h/week of manual processing, and with Nebu Data Hub we managed to limit that to max 1h/week of overseeing the correctness of the automated process. It provided us with significant cost reduction and quality improvement.”

-- Staffan Backman, project manager at Origo Group (formerly Markör Marknad and Kommunikation AB)



Collect



Manage



Utilize



The customer

Origo is one of Sweden's leading research companies with more than 100 employees in Gothenburg, Linköping and Stockholm. Origo was established in 2017 by the former companies CMA Research, Markör Marknad and Kommunikation AB, Scandinfo Marketing Research and MIND Research. Their ambition is to become the leading analyst and data collection company in the Nordic region.



Origo's primary market is Scandinavia, but the Group has international experience and conducts surveys worldwide. They operate in public and private sectors with both quantitative and qualitative analytical skills and deliver decision making information in multiple areas, for example, brand/market insights, customer/user satisfaction, employee satisfaction, society, product and service development. Origo hosts its own fieldwork department and a system development department that drives the innovative technology-based solutions.

The challenge



For one of their biggest projects, Origo receives an ongoing flow of sample files from over 150 Swedish municipalities. In 2017 and 2018, over 5500 files were received, that needed to be validated, cleaned, recoded, deduplicated and imported into Nebu Dub InterViewer for further data collection. The entire process required a lot of manual work and was prone to mistakes - which, in turn, can generate even more manual work.

The solution

With the use of Nebu Data Hub, we have created a fully automated sample handling workflow, which helped to eliminate daily repetitive tasks identified by the client as "time-eaters," and other project-related pain points. The new sample handling set-up requires Origo only to define the number of sample records that shall be approached each month in a particular municipality. See the new set-up in more details in the graph on the next page →

The results



Effectivity

- ✔ From 40+ h/week to less than 1 h/week on processing sample files
- ✔ Automated sample management (rules for sending invites, reminders & deactivating sample)
- ✔ Lowering fieldwork costs by using mixed mode interviewing: WAPI → CATI



Efficiency

- ✔ Removing the human errors factor, which is relatively high in dealing with data in a continuous project manually
- ✔ Ensuring that only the appropriate respondents are approached in the desired mode and at a convenient time
- ✔ Origo employees relieved from "time-eaters" can concentrate on adding value where machines cannot

