

COMPANY CREDENTIALS

DXL Research and Consulting





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Our Story

Introduction

The research team at DXL Research & Consulting (DXL) has been providing full research services, from data collection to unique strategic consulting, to a range of multi-national companies, NGOs/NPOs, State offices, donors and International Agencies operating in the dynamic emerging markets of Southeast region since 1994.

Nowadays, DXL provides state of the art tablet-based data collection, augmented by turnkey IT services, such as social media monitoring, database building, and GIS mapping. DXL's staffing capabilities, sector experience and range of clients are further outlined in next sections.

Empowering You with Experience and Dedication



EXPERIENCE

Drawing on more than 25 years of regional expertise, our teams have completed over 3,500 projects across multiple methodologies and sectors.



IN-HOUSE FULL RESEARCH SERVICES

With national fieldwork coverage reaching 90% of the population and a skilled team of qualitative researchers, we excel in large-scale data collection and uncovering valuable insights to support your research goals.



QUALITY ASSURANCE

Quality is at the core of everything we do, with refined processes and agile improvement strategies ensuring reliable results and analyses you can trust for making informed decisions.



DIGITAL DATA ACQUISITION

We ensure accuracy with 100% digital data collection, supported by sophisticated fieldwork software for real-time monitoring, voice-recorded quality checks, and GPS location verification.



DEDICATED TO YOUR NEEDS

We specialize in providing professional, transparent client service and research recommendations, offering deliverables from raw data to consultancy services that align with your requirements, timeline, and budget.

Global Data & Insight Partners

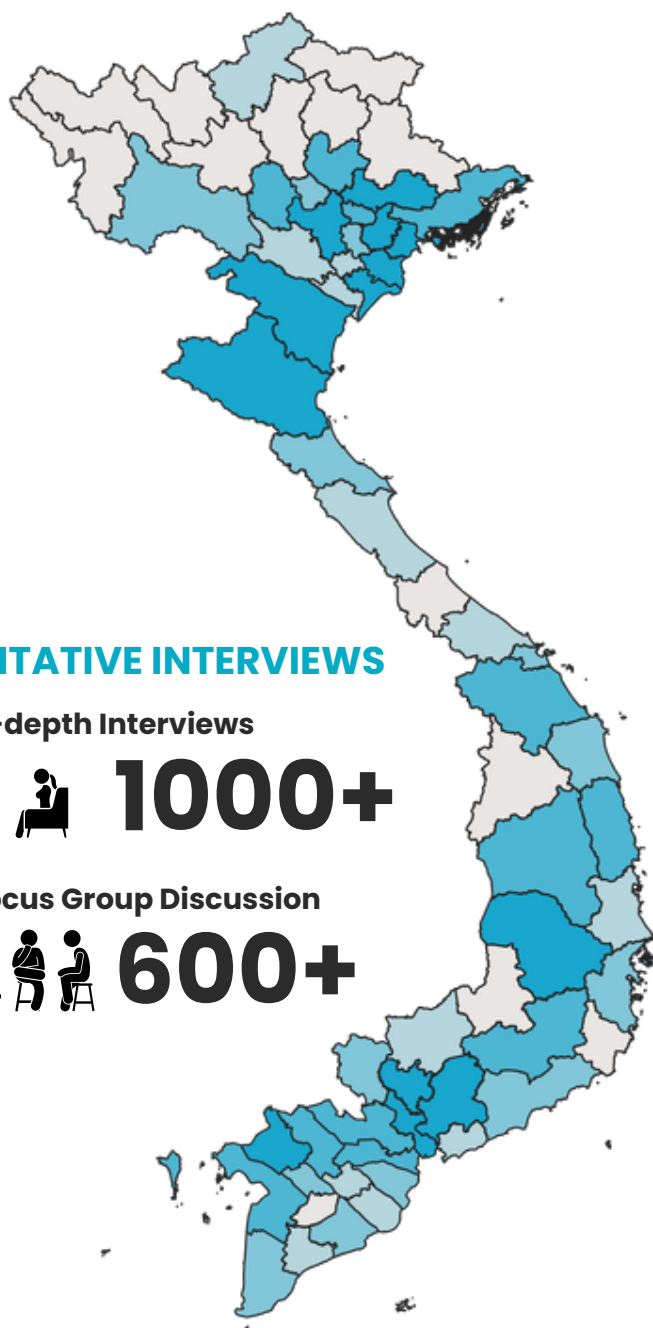
From Southeast Asia to the World.



As the exclusive WIN representative in Vietnam and founding partner of the SEARCH Consortium, we bring unmatched expertise in managing research projects across Southeast Asia and over 50 countries worldwide. Our network of trusted and experienced research partners allows us to conduct regional studies with a single point of contact for our clients.



Key Metrics by 2025



YEARLY
PROJECTS

50+

QUALITATIVE INTERVIEWS

In-depth Interviews



1000+

Focus Group Discussion



600+

QUANTITATIVE INTERVIEWS

F2F



600K+

Phone



110K+

Online



35K+

MYSTERY SHOPPING



40K+

Our interviewers are experienced in traveling across the country to conduct **nationally representative surveys**.

By 2026, we successfully carried out surveys in all of Vietnam's 34 provinces (covering all 63 provinces before the merger).

Our Team



Global Expertise, Local Knowledge

Our team is comprised of highly skilled researchers, analysts, and consultants who specialize in navigating complex markets and delivering insights that matter. With strong regional expertise and a global network, we ensure results tailored to your unique requirements.

Management Team



XAVIER DEPOUILLY

General Director

- Over 25 years professional experience in Southeast Asia supporting business and international organization getting a true understanding of the local markets.
- Hands-on supervision and coordination of key projects from study design to quality control and reporting
- Deep cross-cultural knowledge not only in Asia but about the U.S. and European markets.
- BURKE (USA) Certificate : Applying Research and Insights (2018)
- CITI Certificate on IRB for Social, Behavioral and Education Focus (2021)
- **ESOMAR** Certified member since 2014
- **WIN** Country Representative for Vietnam since 2014
- **WAPOR** Country Representative for Vietnam in 2022-2023



Management Team



PHUONG

Research Manager

She initially majored in marketing and has been working in market research industries for more than 8 years. She has been experiencing in conducting several integrated projects related to market entry studies across different methodologies and approaches.

Phuong has been experiencing in conducting several integrated projects related to market entry related to construction, home appliance, service health check evaluations across different sector of FMCG, health care, office device, real estate, banking,... She also deeply involved into many health care studies where she contributed to building materials and data analysis for the final report.

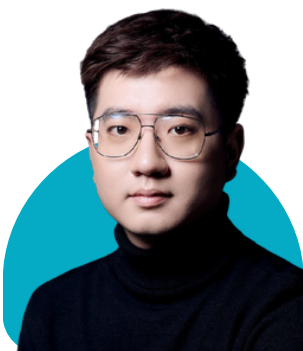
Phuc is a highly qualified professional with a master's degree in education science and international public policy, specializing in social analysis and evidence-based evaluation. With over 7 years of experience in social research across various sectors, including the management of projects involving B2B and SME enterprises, she brings a wealth of knowledge to her role and excels in producing comprehensive reports and delivering effective presentations.

As the primary social researcher, she plays a pivotal role in overseeing the entire data collection process. Her responsibilities include monitoring KPIs related to data collection, crafting follow-up content, and maintaining clear and effective communication with clients.



PHUC

Research Manager



HA

Research Manager

Ha holds a Master's degree in International Sales and Marketing, with a strong academic background in business development and research methodologies across both qualitative and quantitative approaches.

He brings over five years of experience in the research industry, having worked in both France and Vietnam. During his three years as a Research project coordinator at a leading panel provider in France and two subsequent years in Vietnam, Ha has managed large-scale face-to-face or online research projects covering multiple topics. He has overseen both the technical set-up and rigorous data management processes to ensure reliable outcomes.

Operation Team



DUONG

Fieldwork Manager

Duong has worked on both social and commercial research projects, including opinion polls, brand health assessments, product and concept testing, and more. Duong oversees the fieldwork teams across the country, ensuring smooth operations and high-quality data collection.



THAO

Fieldwork Manager

Thao oversees the fieldwork teams in the South and Mekong regions, ensuring smooth operations and high-quality data collection. She collaborates closely with the Quality Control team to train interviewers and maintain the highest standards for interviews and overall fieldwork execution.



TUYET

Project Manager

Tuyet brings 7 years of experience, starting as an interviewer before advancing to Coding and Quality Control Team Leader. With a deep understanding of workflows and quality standards, she now plays a central management role, coordinating between Fieldwork, Quality Control, and Data Processing teams.

With over 5 years of experience, Thang leads our Quality Control (QC) department, overseeing fieldwork reviews and interviewer performance. His independent team works closely with field supervisors and project managers to ensure data integrity and high-quality results.



THANG

QC Manager

Consultant Team



LOAN
Founder
Research Consultant

- Dynamic and fast learning, Loan is one of few moderators from Burke Institute (USA).
- Loan is experienced in complex research studies requiring both qualitative and quantitative insight. She conducts market entry, consumer and B2B research project, providing consultancy across industries from construction, equipment tools, industrial detergents to agriculture, and retail.
- With more than 10 years of experience from both client and agency side, she has developed a strong background in Qualitative and Quantitative research.
- She leads teams from overall project management, methodology development, moderation, analysis and reporting across a wide range of methodologies i.e. FGD's, experts IDI, home-visits, product testing.
- Loan is passionate about delivering actionable insights in close coordination with our clients to support their decision making along the research progress. She is one the few moderators in Vietnam to be certified by a professional institute.



Our Services

Our Comprehensive Research & Analysis Services

We help clients navigate complex markets, enhance customer experiences and make informed strategic choices.

Our expertise spans across various domains, including:

1. **Social and Opinion Research**
2. **Commercial & Market Research**
3. **Mystery Shopping & Audit**
4. **Social Listening & News Monitoring**
5. **Geographic Analysis**

We support our clients across all key sector and beyond ...

FMCG & Retail



Finance & Services



Healthcare



Agri-business



Real Estate & Industrial



Social & Development



IT & Innovation



Social Research

Empowering Social Change Through Data-Driven Insights

For years, we have partnered with a wide range of social organizations, supporting them in planning, implementing, and evaluating their projects across the region. Our expertise helps organizations make informed decisions that drive meaningful impact.

OUR EXPERTISE

- ✓ Situational Analysis
- ✓ Intervention Monitoring & Evaluation (M&E)
- ✓ Knowledge, Attitudes, and Practices (KAP) Study
- ✓ Social Impact Assessment
- ✓ Media & Communication Research

WHY CHOOSE US?

DXL has been a trusted partner in providing high-quality consulting, research, and opinion polling services. We work with **academic institutions, NGOs, international agencies, and policymakers** to deliver actionable insights into the evolving social landscape of the Indochina region.

- **Expert Fieldwork Teams:** Our researchers are highly trained and capable of conducting fieldwork even in the most remote and challenging environments.
- **Global Expertise, Local Insights:** Our team combines international perspectives with deep local knowledge, ensuring culturally relevant research.
- **Commitment to Quality & Ethics:** We uphold the highest research standards, ensuring reliable, unbiased, and impactful results.

With a reputation for delivering **large-scale, complex, and socially significant research projects**, especially hard-to-reach populations, we provide our clients with the data they need to create positive change.

Let us help you uncover the insights that matter.

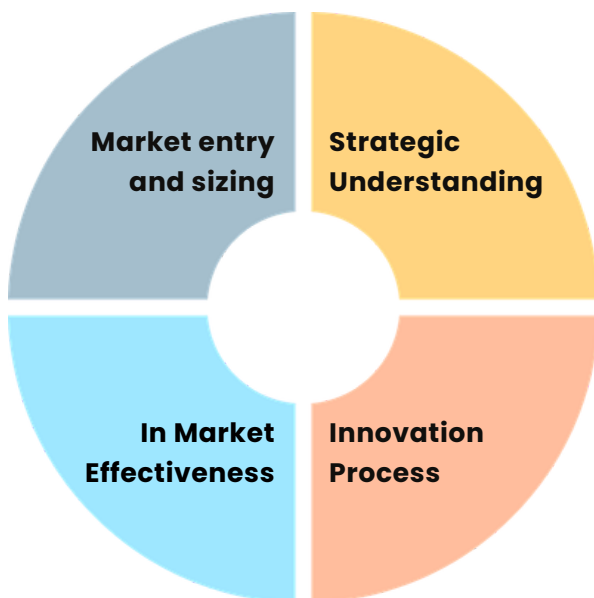
Commercial Research

Expert Consultancy Across Business Stages & Sectors

At DXL, we provide consultancy services across different business stages, industries, and research methodologies. With **decades of experience** in Southeast Asia, our deep local knowledge and extensive network of experts enable us to deliver **strategic insights** that help businesses navigate and thrive in the dynamic Southeast Asia markets.



We offer **tailored research and advisory services** for companies looking to establish, grow, or optimize their business strategies. Our expertise spans multiple business stages, including:



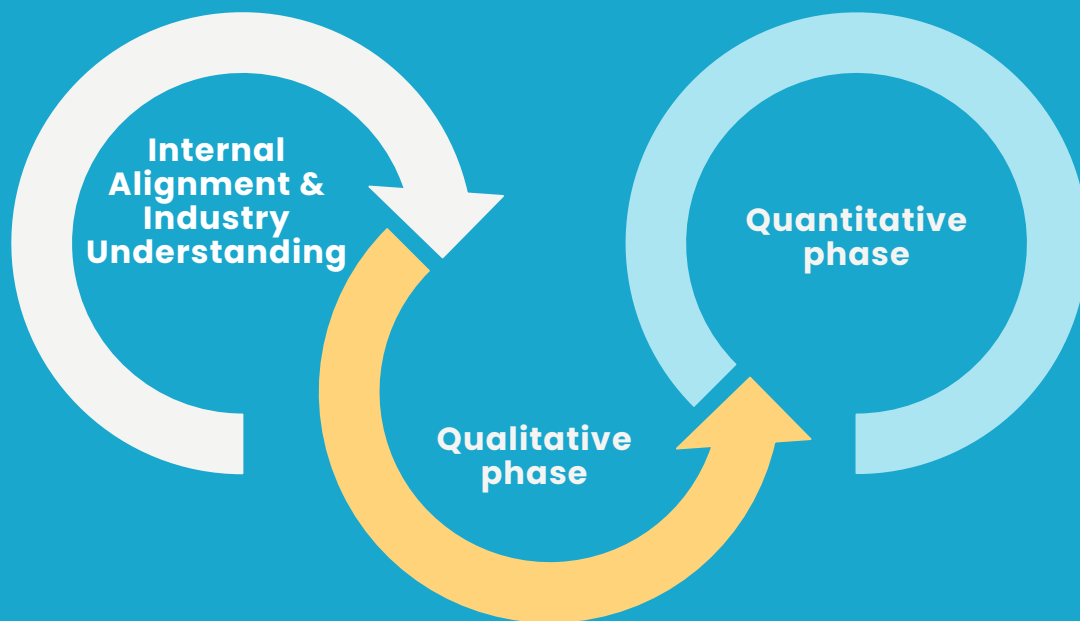
- **Market Entry & Feasibility Studies** – Assessing opportunities, risks, and competitive landscapes to support market expansion.
- **Innovation & Product Development** – Guiding businesses through product ideation, concept validation, and renovation strategies.
- **Marketing Mix Optimization** – Evaluating pricing, placement, promotion, and product strategies for maximum impact.
- **Product Testing** – Gathering consumer insights to refine product features, usability, and appeal before launch.
- **Satisfaction & Loyalty Tracking** – Measuring customer satisfaction and loyalty to enhance retention and long-term engagement.
- **Brand Health Tracking** – Monitoring brand perception, awareness, and positioning over time.
- **Service Quality Evaluation** – Assessing service delivery and customer experience to drive operational improvements.

Whether entering **a new market**, launching an **innovative product**, or optimizing an **existing business**, we provide **data-driven recommendations** to help clients make informed decisions and achieve long-term success.

Market Entry Research

Comprehensive Research Approach for Market Understanding

To ensure a well-rounded and strategic research framework, we employ a multi-stage approach that integrates internal insights, expert perspectives, and consumer research. This methodology helps businesses refine their market positioning, competitive strategies, and product development based on real-world insights.



INTERNAL ALIGNMENT & INDUSTRY UNDERSTANDING

- **Internal Interviews & Workshops** – Conducted with key stakeholders to align the Scope of Work, ensuring internal expectations are reflected in the research design.
- **Industry & Competitor Landscape Analysis** – Understanding market characteristics, competitor strategies, and successful industry best practices through insights from experts and merchants.

QUALITATIVE RESEARCH

- **In-Depth Interviews (IDIs) & Focus Group Discussions (FGDs)** – Exploring consumer perceptions, behaviors, usage patterns, pain points, and expectations to uncover key drivers of decision-making.

QUANTITATIVE SURVEY

- Strengthens qualitative findings by measuring market incidence, identifying unmet needs, and quantifying key trends.
- Helps pinpoint potential market gaps and consumer preferences to gain a competitive advantage.

Mystery Shopping

Business Objectives

- Measure service quality at each point of sale over a regular period.
- Establish benchmarks to enhance service delivery quality.

Areas of Investigation

- General Facilities: Hygiene and overall service environment.
- Product Quality: Presentation and standard of products.
- Staff Performance: Attitude and servicing skills.

CONTINUOUS PROCESS

BENCHMARK AND SET TARGETS

Use customer satisfaction research to benchmark against competitors and establish measurable targets for service delivery performance.

ESTABLISH PERFORMANCE STANDARDS

Define clear performance standards for customer service delivery and provide staff training to ensure these standards are consistently applied.



REVIEW AND ANALYSE PERFORMANCE

Assess what is working well and identify areas for improvement in service delivery, using insights to guide re-training and enhancements.

CONDUCT MYSTERY SHOPPING

Execute mystery shopping activities to evaluate customer experience against the established standards.

RESEARCH STEPS

01. SET-UP

Create detailed checklists and realistic scenarios tailored to the project's goals.

Conduct comprehensive training to ensure shoppers are familiar with the checklist, scenarios, and evaluation process.

Design both live and non-live report formats to track and present findings effectively.

02. VISITS

Mystery shoppers visit stores or branches to evaluate based on the prepared checklist and scenarios.

Review all evaluations through 100% sound recording checks to maintain accuracy and reliability.

Input collected data and perform in-depth analysis to uncover trends and insights.

03. REPORT

Share weekly fieldwork reports to keep stakeholders informed on progress and initial findings.

Compile a comprehensive report with detailed analysis, key insights, and trends.

Share key findings and actionable recommendations to drive improvements in service quality.

Hot Spots Survey

01

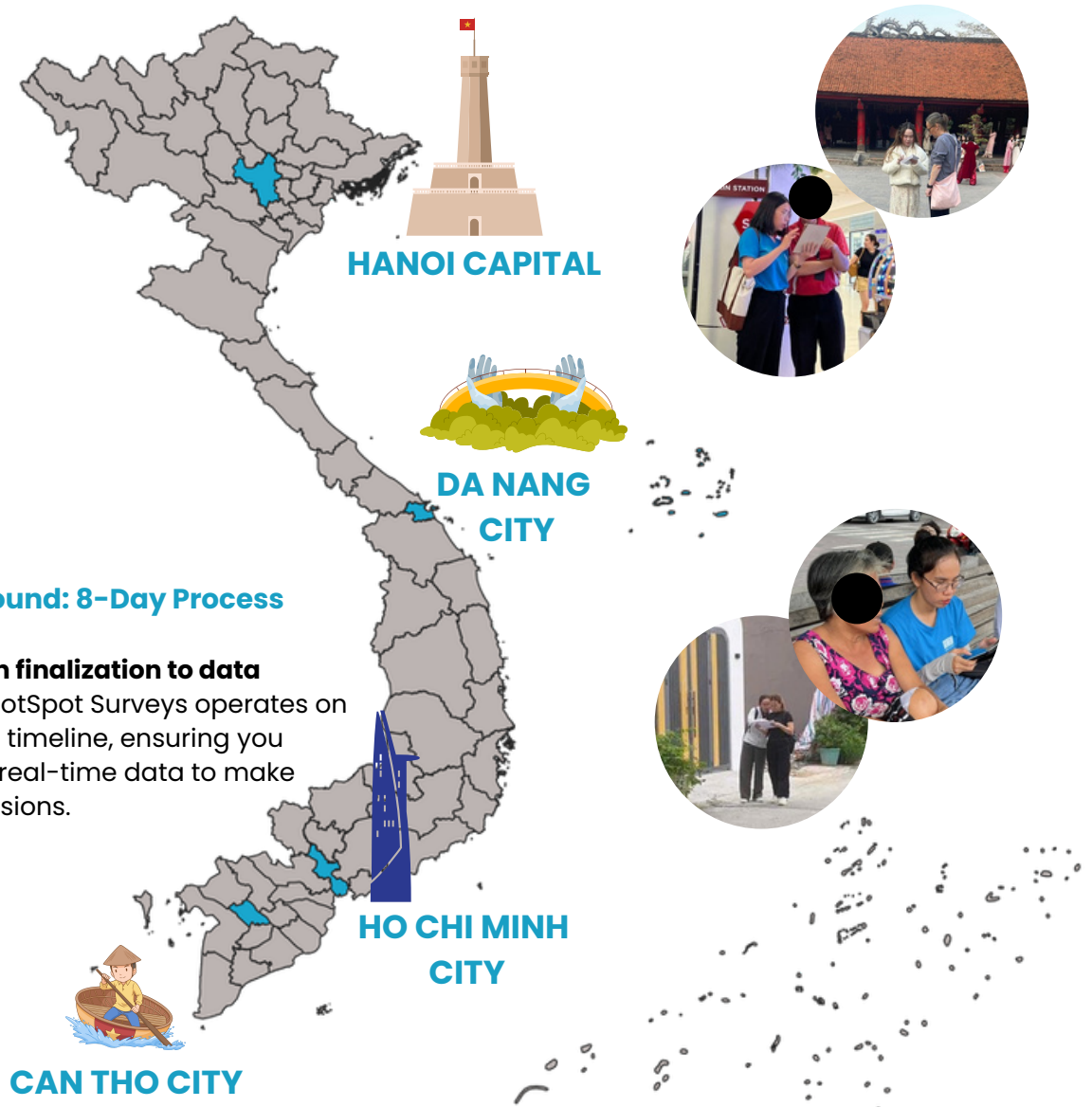
Fast & Actionable Insights

HotSpot Surveys is an innovative research initiative designed to spot **emerging trends, behaviours, and insights** that have **significant** business, policy, and social **implications**. By conducting **rapid** surveys, we capture the **urban public sentiment** and **opinions** from a **representative** sample of urbanists in the **4 key cities** based on key demographic factors.

02

Fast Turnaround: 8-Day Process

From **question finalization to data deliverable**, HotSpot Surveys operates on a rapid 8-day timeline, ensuring you receive fresh, real-time data to make informed decisions.



Through HotSpot Surveys, we deliver **timely, data-driven insights** that empower businesses, policymakers, and organizations to make informed decisions in an ever-changing landscape.

Social listening & News monitoring

POWERED BY TECHNOLOGY

ZANROO

Gain **real-time access** to data and conduct your own analysis with direct integration into our social monitoring technology, powered by our regional partner, **Zanroo**. This allows you to track trends, monitor discussions, and extract valuable insights instantly.



CHANNELS WE MONITOR

Across **5,000+ social media channels** and **1,000+ news websites**—and continuously expanding.



Facebook



YouTube



Instagram



X / Twitter



News Websites



TikTok

RESEARCH STEPS

01. KEYWORD STRATEGY

Define and set up relevant hashtags and keywords to ensure comprehensive analysis across all channels.

02. CRAWL & EXTRACT

Crawl and extract posts from social media platforms and news channels for mentions of keywords related to the research topics.

03. CLEAN, TAG, & ANALYZE

Clean, tag, and aggregate the collected information to ensure accuracy and relevance, and monitor and track changes in discussions over the specified period.

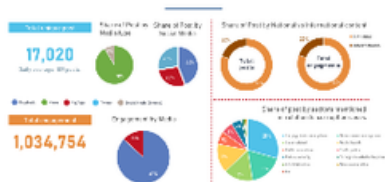
04. REPORT & ANALYZE

Provide detailed reports on emerging trends, high-engagement posts, and key mentions aligned with clients' objectives.

Social listening & News monitoring

SAMPLE REPORT – KEY METRICS AND BUZZ TRACKING

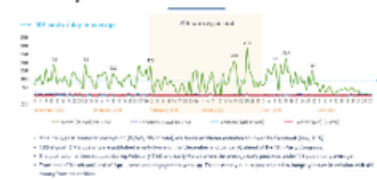
POST & ENGAGEMENT BY MEDIA AND TOPICS



Online buzz across the period



Daily Social buzz across Channels



An overview of conversations across social media and news channels during the monitoring period, highlighted by the number of mentions and levels of engagement, including reactions and comments on posts.

SAMPLE REPORT – PERIODIC TRACKING



Depending on the requirements, social media activity can be tracked on a weekly, monthly, or quarterly basis. A detailed report will include insights on post volumes, engagement levels, topic shares across different channels, the most active pages discussing the topic, and key highlighted posts from the monitoring period.

SAMPLE REPORT – SENTIMENT TRACKING

SENTIMENT TREND



Sentiment tracking helps identify whether discussions around a topic are negative, positive, or neutral, providing valuable insights into audience reactions.

This is especially useful for monitoring emerging crises and assessing the effectiveness of counter-communication strategies in real time.

Geo-information & Spatial Analysis

VISUALISE AND ANALYSE YOUR DATA ON MAPS

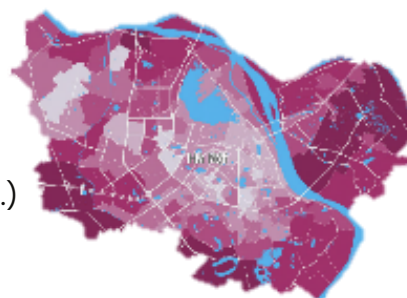
- Represent and analyse sales and customer info data by ward, district, province,...
- Make your reports easier to communicate and understand

IDENTIFY POTENTIAL AREAS

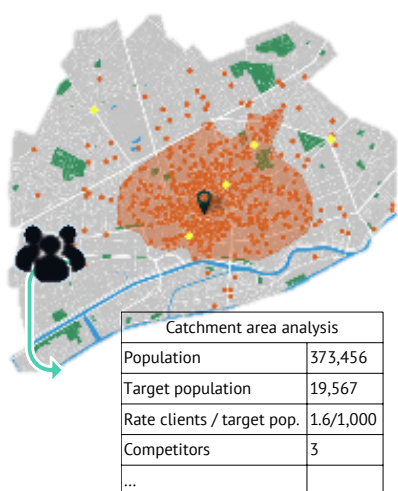
You can **evaluate areas with high development potential**

- Target specific population segments by gender, age, incomes, etc.
- Geocoding and Analyzing market players (point of sales, competitors) flow generator (universities, shopping mall, hospitals, etc.) most attractive areas (shopping area, industrial parks, etc.)

Distribution of Households with children in Hanoi



OPTIMIZE YOUR NETWORK

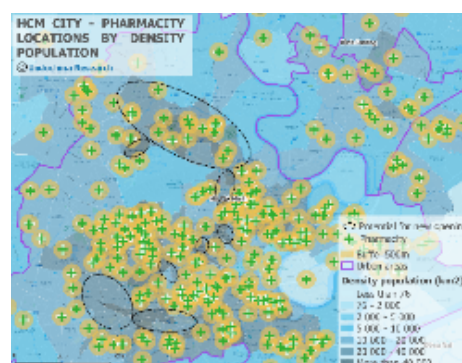


Combining your internal data (turnover, clients contacts, spending,...) with official population statistics, our analytics team will support you to:

- Locate your most valuable clients
- Improve your performance by optimizing commercial actions
- Estimate sales potential in the catchment area,
- Measure competition impact
- Define strategies to optimize new store openings

We provide detailed and commented reports of the results.

We highlight potential areas, interpret any anomalies and make essential recommendations for your decision-making process.



BOOST YOUR DECISION MAKING BY INTEGRATING RESEARCH TO YOUR GIS

As our market research expertise, we can add relevant insight to your Geographic Database by

- Conducting quantitative and qualitative survey of stores and customers
- Conducting mystery shopper visits
- Locating your competitors and their clients
- Tracking the performance of marketing activities by store

Design Thinking

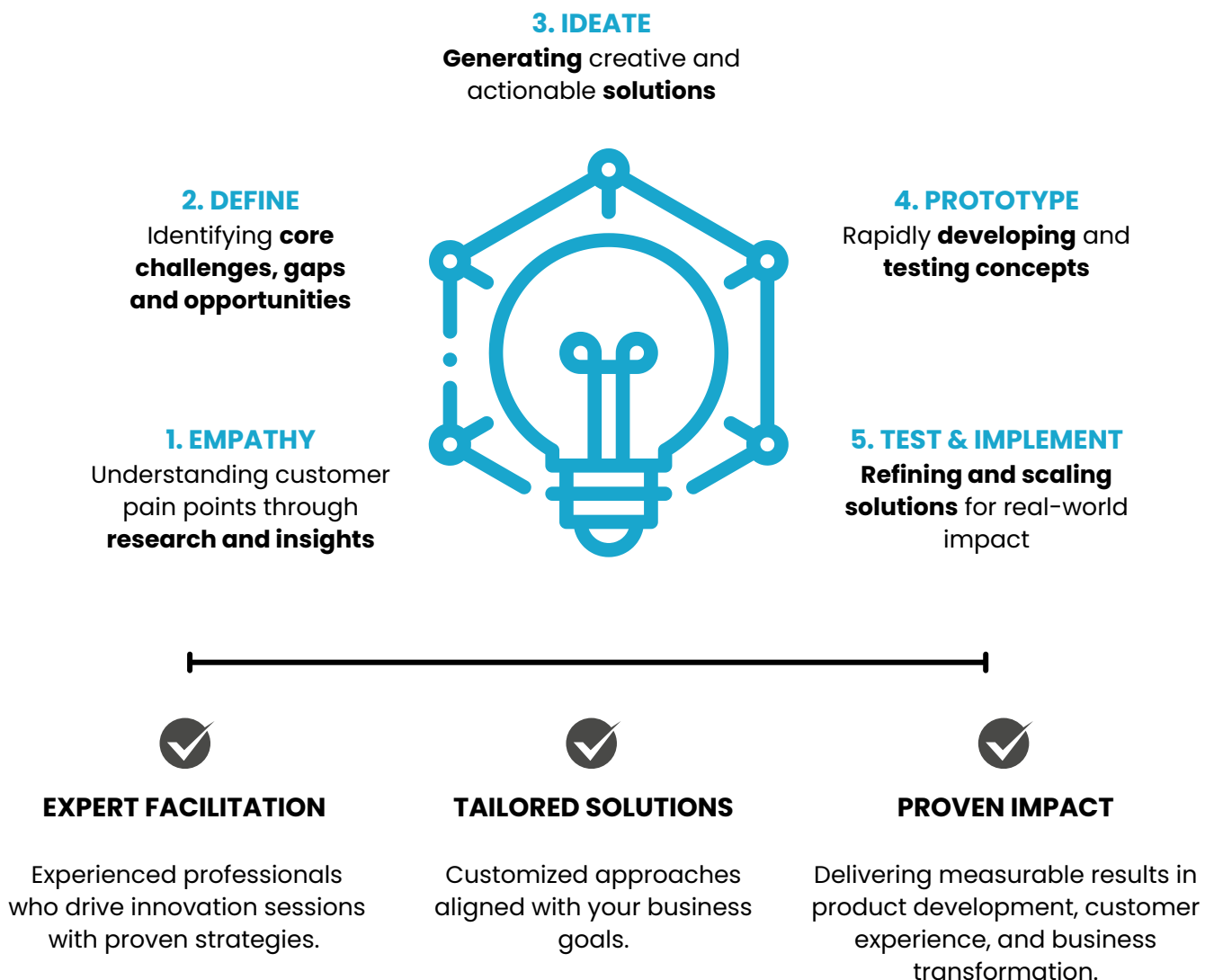
Transforming Challenges into Opportunities

We leverage Design Thinking to drive innovation, solve complex problems, and create meaningful experiences for businesses and their customers. Our human-centred approach helps organizations navigate uncertainty, unlock creativity, and implement solutions that deliver tangible value.

What is Design Thinking?

Design Thinking is a problem-solving methodology that prioritizes empathy, collaboration, and experimentation. By understanding user needs, redefining challenges, and prototyping solutions, we help businesses create impactful and sustainable innovations.

OUR APPROACH





Insight-based Creativity

Transforming Data into Impactful Creative Strategies

In today's fast-evolving digital landscape, creativity alone is not enough. Brands need insight-driven creativity—a fusion of data-backed understanding and compelling storytelling—to truly connect with their audiences. Our service delivers just that.

1. PERSONA BUILDING

We craft detailed personas based **on real consumer insights**, ensuring your brand messaging resonates deeply with your target audience.

- **Demographics & Psychographics:** Age, location, behaviours, values, and motivations.
- **Pain Points & Needs:** What challenges do they face? What solutions are they seeking? What services most resonate to their loyalty?
- **Content Preferences:** How do they engage with content? Which formats drive the most interaction?

2. DATA-DRIVEN CREATIVITY

By analysing audience behaviour, market trends, and campaign performance, we create tailored content and experiences that drive engagement, conversion, and loyalty.

3. STRATEGIC STORYTELLING

We translate insights into compelling narratives, turning numbers into emotions and fostering brand affinity.

Let's Elevate Your Brand

Empower your products, services development with insight-based creativity.



Qualitative Research

Uncovering Insights That Matter

Qualitative research goes beyond numbers, delving deep into human behaviours, attitudes, and motivations. By engaging directly with participants through methods like interviews, focus groups, or ethnographic studies, we provide nuanced and locally sound perspectives to our Clients.

Our Approach to Excellence



Our **fieldwork managers** are **trained** in **qualitative** and **moderation** skills to ensure that communication with recruiters and participants is conducted clearly and without bias from the start.



Screening questionnaires alone are often **insufficient** for effective group discussions. Participants who are more capable of contributing valuable insights, while avoiding dominance in the group, are carefully recommended.



Potential participants' answers are not only reviewed but their **lives** and **personalities** are also **observed** to ensure alignment with the project's requirements.



To maintain quality, all pre-recruited **participants** are thoroughly **cleared** by **various departments** throughout the recruitment process.

01. SCREENING	02. PROFILE REVIEW	03. ELIGIBILITY CHECK	04. FINAL SELECTION
The profiles of all pre-recruited participants are reviewed on public sources (e.g. social media) and business database to verify their authenticity and background.	Participant's information is shared with field managers and the research team to ensure the information aligns with project requirements and participant suitability.	Participants are contacted for validation by the quality control team to confirm their eligibility, qualitative capability and consistency of responses.	Before the groups commence, participants are met in person to confirm their profiles and select the most suitable individuals to ensure productive and meaningful discussions.

In-house Qualitative Moderators

Based on project requirements, we recommend either our internal qualitative research team or experienced external moderators. With access to a wide network of experts across industries such as healthcare and social research, we ensure the right fit for every project.

Our qualitative researchers are involved throughout the entire project cycle, from the initial briefing to final report delivery, and remain available for clarification at every stage. We also pay particular attention to the briefing and training of translators to ensure best communication during live groups.

We conduct thorough preliminary research to understand the industry, enabling us to ask the right questions and uncover deeper insights. Driven by curiosity, we strive to extract meaningful insights that truly matter.



With experience spanning diverse industries, Phuong brings unparalleled expertise in guiding qualitative research projects. Her industry knowledge includes home appliances, real estate, education, agriculture, fisheries, animal feed, social issues, and transportation.

Specializing in both in-depth interviews and focus group moderation, her ability to adapt to various industries and their deep understanding of nuanced consumer behaviours make them an invaluable asset in uncovering actionable data.

PHUONG

**Commercial Research
Moderator**

Phuc is an experienced social qualitative researcher with a strong focus on insurance and micro-finance, education, youth, social issues, and tourism. She specializes in needs assessment, monitoring and evaluation (M&E), and social impact research, helping organizations understand and address critical societal challenges.

She has worked extensively across multiple categories, including financial and social services, service experience, and community engagement research. Her expertise extends to evaluating customer journeys, accessibility of financial and social services, and the impact of policies on different population segments.



PHUC

**Social Research
Moderator**

Facilities



Warm up room



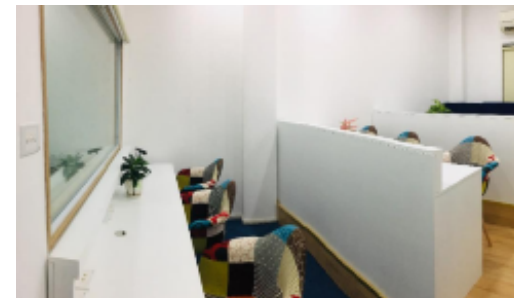
Discussion room



Hanoi



Observation room



Warm up room



Discussion room



Hanoi



Observation room



FGD Facilities

Ho Chi Minh City



Discussion room



Observation room

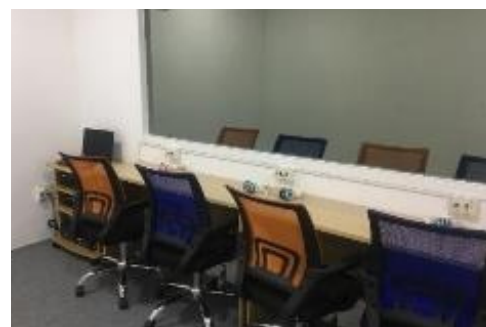


Observation room

Ho Chi Minh City's In-house facility



Discussion room



Observation room

Services & Deliverables

Screening & Recruitment



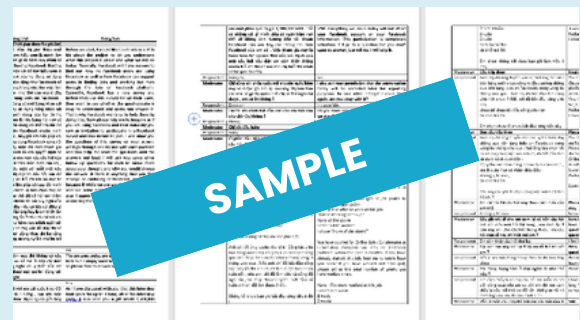
Moderation



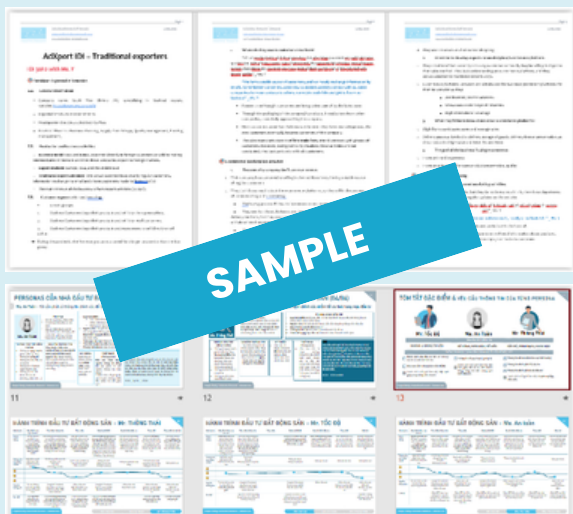
Simultaneous Translation



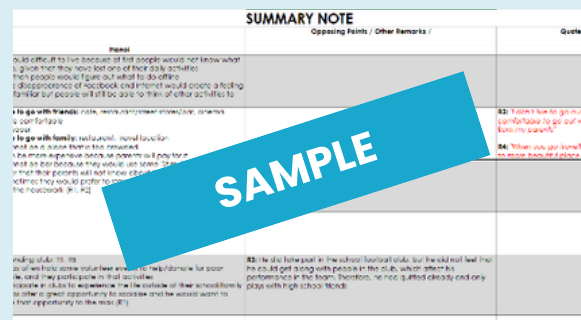
Bilingual Transcripts



Report in Word or Power point



Summary Note/Field Note





Quantitative Research

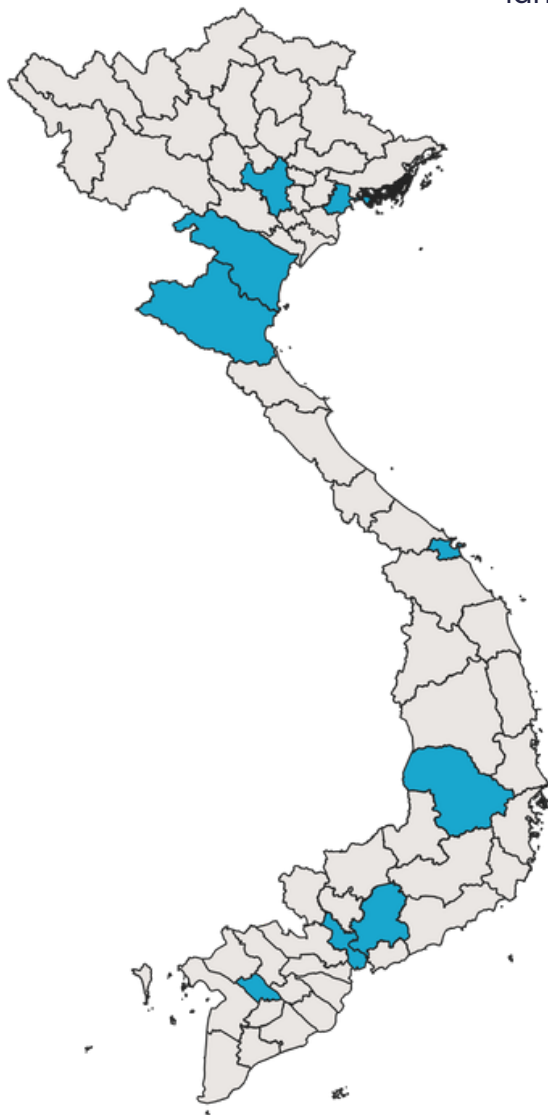
Delivering Data You Can Trust

We understand that only high-quality and reliable data can effectively solve business problems. That's why we place the utmost importance on how we collect and control the quality of our data, ensuring that our clients receive trusted and relevant results to support their decision-making.

Field network across the country

We have **a strong and well-established field team network**, locally based in 10 provinces and operating across the country, enabling us to conduct research in **both urban and remote areas**.

Our extensive coverage ensures **comprehensive data collection**, reaching diverse populations and capturing insights that truly represent the market and social landscape.



9 local teams based
across the country main
economic regions.

300+

interviewers collecting
data across the country



With a deep understanding of **local contexts, cultures**, and **logistical challenges**, our field teams are equipped to execute high-quality research in any location, ensuring **accuracy, reliability** and **representative sampling** for every project.

Online surveys

With extensive experience in designing and managing high-quality online surveys, our team brings the methodological knowledge and operational capability needed to deliver reliable results.

Computer Assisted Web Interviewing (CAWI)

A Data collection method where respondents auto-complete surveys online via a web interface, accessible from their desktop or mobile phone.

01 Broad Geographic Reach

Reach diverse respondent groups across demographics without the limitations of physical fieldwork.

02 Cost-Efficiency

High value due to absence of interviewer costs, allowing to save or reinvestment in a larger sample size.

03 Visual and Interactive

Reliable accurate brand, advertising or concepts recall results;
Strong engagement with survey.

04 Considered responses

Responses can answer at their own pace and having more time to reflect, reducing overstatement.



Our expertise in Online Surveys

- Proven experience delivering high-quality online surveys across various sectors and audiences.
- Skilled in survey design, programming, sample management and data validation.
- Familiar with diverse research formats, including insights-based studies, concept testing, campaign evaluation.
- Robust quality control processes ensure data integrity, reliability and actionable insights.

Quality Control

We applies robust quality control protocols to online surveys.

Quality control pre-survey to post-survey

Through our protocols, we identify poor-quality or fraudulent respondent behavior in real time, supporting the growing shift toward online methodologies, where data quality is becoming a critical driver of trust and reliability.

01

PRE-SURVEY

- Thoroughly check the panel feasibility and quality before commissioning.
- Configurable multiple strikes policy to allow only correct respondents to enter surveys.
- Evaluate key metrics: Duplicate Entry, Fraud Profile, Geolocation.

02

IN-SURVEY

- Identify, remove survey responses through:
 - Duplicate profile
 - Unusually fast completion times
 - Surplus in quotas
 - Poor-quality or non-qualified responses to attention checks

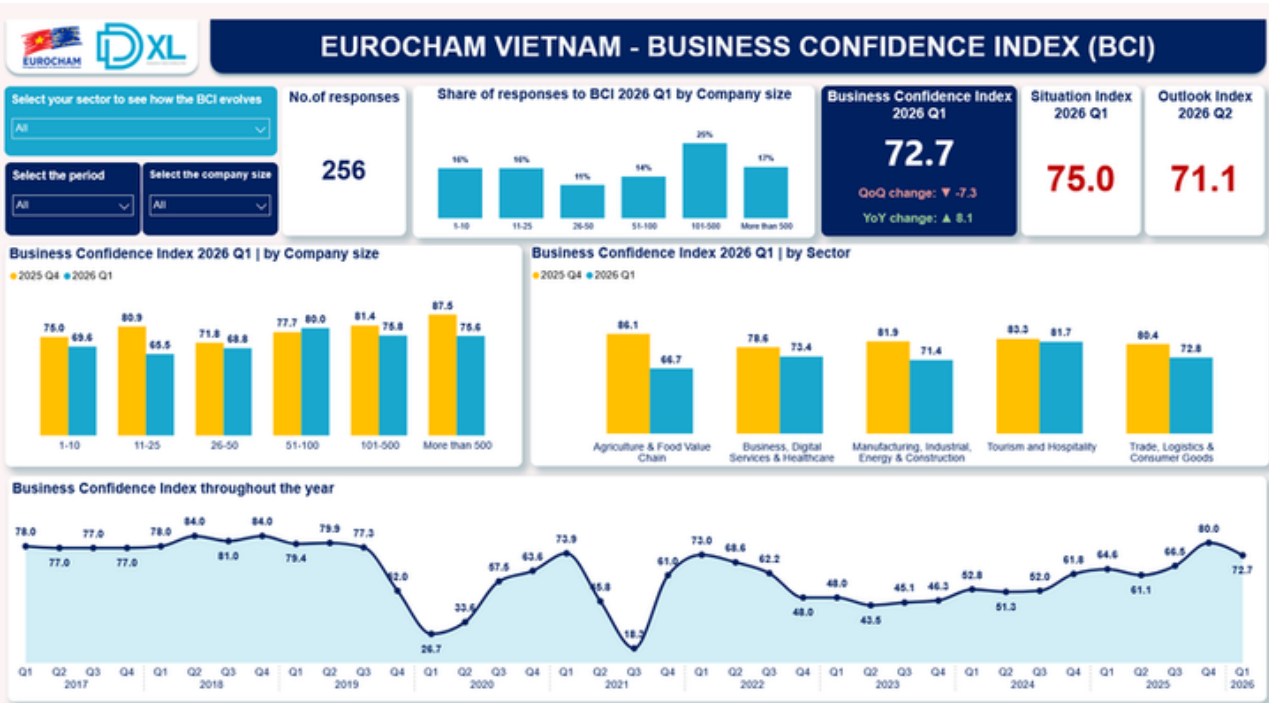
03

POST-SURVEY

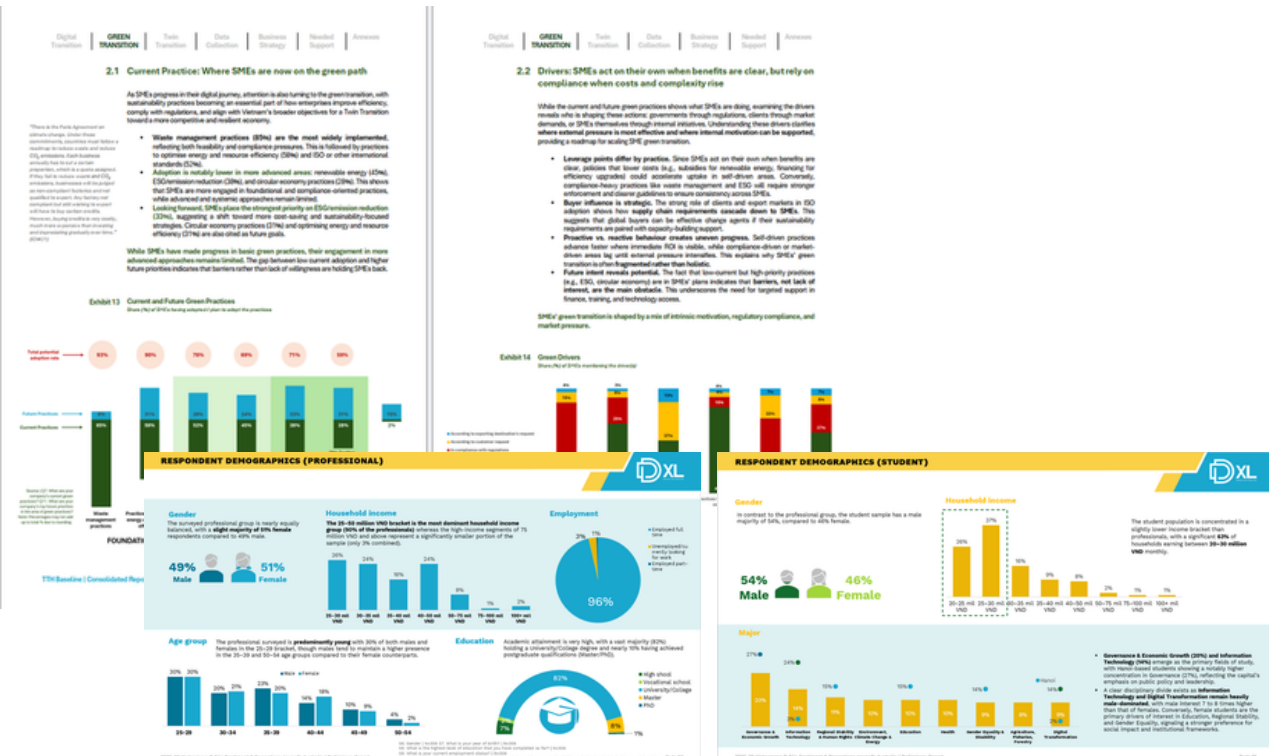
- Thoroughly check data consistency through:
 - Straight Lining
 - Logical choice combination
 - Consistency of answers
 - Poor-quality responses to quality checks
 - Irrelevant or low-effort open-ended answers

Report Deliverables

Dynamic Dashboards



Full Report In PPT or Word (Vietnamese and / or English)





Our Project Workflow

Commitment to a Transparent & High-Quality Research Process

We follow a standardized project workflow designed to ensure full transparency and the highest quality in every stage of research delivery.

Each project is coordinated by a dedicated project leader who serves as the primary liaison between clients and operational teams, ensuring seamless communication and efficient execution.

Our Project Workflow

Our approach is highly collaborative and client-inclusive.

*We encourage our clients to actively participate in key phases of the project:
Training, Pilot and Data review.*



PHRASE I. PROJECT PREPARATION & MOBILISATION

01.

Client's briefing on
Objective

02.

Design research
proposal

03.

Client commissions
the project

04.

Finalise the
research
methodology

05.

Prepare project and
research materials

06.

Script the
Questionnaire
(QNR)

07.

Training to Project
team

08.



Project team test
the scripted QNR

09.

Training to
Interviewers

10.



Pilot

11.

Debrief and
finalise the
research
instruments

12.

Client Approval &
Sign-Off on the
Research
Instrument

PHRASE II. DATA COLLECTION

13.



Conduct main FW
phrase

14.

Perform Quality
Control (QC)

15.



Code open-ended
codes

16.



Perform logic
checks on the
collected data

PHRASE III. DATA ANALYSIS & REPORTING

17.



Clean and process
data

18.



Analyse and report

19.



Present research
findings

20.

Deliver final project
deliverables



Quality Control

Empowering Research with Advanced Technology

At the core of our research processes is a commitment to leveraging cutting-edge technology to enhance efficiency, accuracy, and engagement. From digital data collection using advanced devices to real-time monitoring and validation tools, we ensure seamless operations and reliable results.

Our innovative use of multimedia, automated logic checks, and on-going quality controls guarantees that every project is executed with precision and transparency.

With technology as our ally, we deliver insights you can trust.

AI technology usage would be discussed and informed to our clients.

Quality Control

Quality lies at the heart of our process, guiding every step we take to deliver exceptional results.

Interviewers Training Process

01

Project Briefing

- A thorough project briefing is held to ensure all team members are aligned and fully understand the project requirements.
- Attendance is mandatory for all interviewers ; additional sessions may be organised along the project as required.

02

Mock-ups and Testing

- Mock interviews and scripted questionnaire test runs are carried out to refine the process, identify and address potential issues, ensure interviewers are confident with the tools and guidelines, and verify the effectiveness of the questionnaire before starting the actual fieldwork.

03

Pilot Interviews

- A few pilot interviews are conducted with respondents and closely observed by the research and field team.
- The objectives are to ensure the quality of the interview process, validate the flow and clarity of the questionnaire, identify any potential challenges, and confirm adherence to protocols before proceeding with full-scale fieldwork.

04

Quality Control on Interviewer's First Interviews

- During the first few interviews conducted by each interviewer, the QC and research teams review the recordings to provide feedback on any potential mistakes or challenges.
- This process ensures consistent performance across all interviewers, addresses any issues early on, and promotes continuous improvement throughout the project.

05

Team Communication

- All interviewers are required to join a Zalo (local app) group to facilitate instant reporting, real-time communication, updates, and sharing of important notes and insights about the project throughout the fieldwork phase.

Quality Control

Our Quality Control protocols are designed to ensure accuracy and reliability throughout the data collection process.

- Logic-checks are integrated into the questionnaire script, significantly reducing human errors in routing and providing instant validation error alerts.
- Data collection indicators and interviewers' performance are closely monitored by independent QC teams.
- GPS tracking is utilized to verify interview locations, ensuring alignment with the sampling plan.
- Consistency checks are conducted on 100% of interviews, with any inconsistencies triggering additional back-checks via telephone or recording listening.
- A minimum of 30% of silent recording checks is performed as part of back-checks, with QC plans adaptable to meet specific project needs.
- Unobtrusive interview recordings are made to improve the quality of interviews and facilitate accurate coding.

Highest Quality Control Rate in Indochina Region.

QC Methodology	QC Methodology	DXL QC Rate
Core Indicators	Core indicators are checks on GPS, length of interviews (LOI), interviewer's performance, and QNR logic.	100%
Field Observation	FW supervisors or QC personnel observing interviews in real-time, either in person or remotely, to ensure that interviewers are adhering to protocols, following the script accurately, and engaging with respondents in an unbiased and professional manner.	10%
Silent Recording	QC staff review audio recordings of interviews conducted during a survey to ensure compliance with protocols, accuracy of data collection, and the overall quality of the interview process.	100% recorded, minimum of 40% checked
Call back	QC staff contact respondents after an interview has been conducted to verify the authenticity and quality of the data collected.	Min 10%



Our Technology

Advanced Survey Technology for Accurate and Efficient Data Collection

Our survey technology is designed to deliver efficient, accurate, and insightful data collection. With user-friendly interfaces, advanced analytics, and seamless integration capabilities, our platform ensures that surveys are engaging and accessible across multiple devices.

Whether for market research, customer feedback, or employee engagement, our technology leverages automation, real-time reporting, and AI-driven insights to enhance decision-making. By prioritizing security, scalability, and customization, we empower organizations to gather meaningful responses with ease and efficiency.

Our Technology

We leverage cutting-edge digital technologies for seamless data acquisition and efficient operations management.



We utilize 8" tablets to ensure optimal screen visibility.

All tablets are equipped with WiFi or 3G connectivity to enable timely synchronization of results.

Data Collection Tools

Data collection is carried out using tablet computers, supported by industry-leading survey software such as SurveyToGo or Alchemer for online surveys.

Tracking and Validation

Time and GPS location stamps are included with all collected data to confirm the execution of the sampling frame, monitor interviewer performance, and track project progress.

Quality Assurance

Voice recordings are used to validate interviewer skills and are back-checked to ensure data accuracy.

Flexible Data Collection Methods

Digital data is collected through various methods—online, offline, face-to-face, by telephone, or online—allowing flexibility for rural fieldwork or areas with limited internet connectivity.

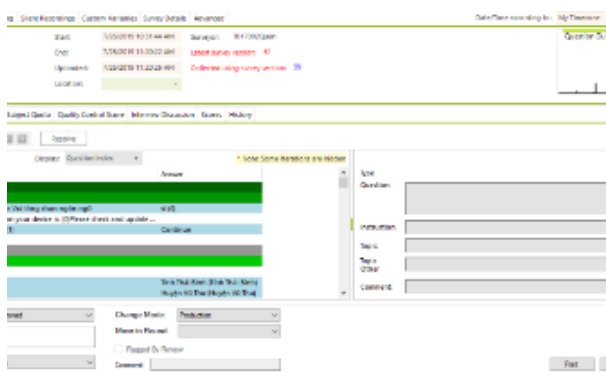
Our Technology

We leverage cutting-edge digital technologies for seamless data acquisition and efficient operations management.

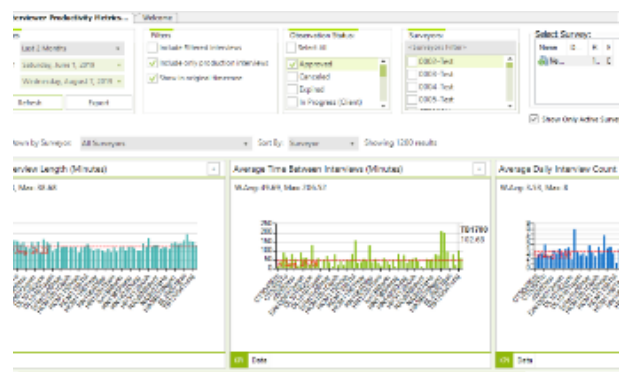
DIGITAL ENHANCEMENT

- **Quota and Performance Monitoring:** Strict tracking of quota completion and interviewer performance ensures efficiency and accountability.
- **Automated Time Tracking:** Interview time and duration are automatically recorded for accuracy and transparency.
- **Validation Through Recordings:** Targeted questions and answers are recorded for back-checking and data validation.
- **Smart Questionnaires:** Routing and logic checks are embedded into the questionnaires to maintain consistency and accuracy.
- **Enhanced Engagement:** Multimedia capabilities improve respondent interaction and engagement.
- **Visual Documentation:** Photos of survey locations and respondents are captured for additional verification and context, if needed.
- **Minimized Errors:** Automated data input reduces errors typically associated with manual data punching.
- **Real-Time Quality Control:** Ongoing monitoring of collected answers allows for rolling quality control during data collection.

On-screen visualisation of interviews



Fieldwork Monitoring KPIs



Our Tools

We leverage cutting-edge digital technologies for seamless data acquisition and efficient operations management.

DATA COLLECTION



DATA PROCESSING & ANALYSIS



DATA STORYTELLING & DASHBOARD



Compliance Note

Please be advised that our business incorporates AI-generated professional tools to support efficiency and precision in the preparation of research proposals and deliverables. These tools are used in compliance with all applicable data privacy and industry regulations. We ensure that no confidential or proprietary client information is shared or processed outside the boundaries of our compliance standards.



Testimonials

Trusted by Clients

At the core of our work is the trust and satisfaction of our clients. We pride ourselves on delivering high-quality research and actionable insights that empower their decision-making and drive success.

Over the years, the research team behind DXL has built strong partnerships and delivered meaningful outcomes across a variety of industries. The following testimonials reflect clients' experience working with this team and how its expertise has contributed to their goals.

Testimonials



It was a great experience working on the National TUS (Time Use Survey) research project. Thanks a lot, to the whole team for making everything happen smoothly!

*I thought the **quality of the work** was very high and especially the project managers should get a bonus 😊! I can't think of much else that could have been done differently or better.*

We contracted to conduct a factory workers survey and interviews with selected key informants, in order to improve awareness and knowledge of factory workers on Social Security benefits.

I am very satisfied with the results that Xavier, Trang and his team provided. They proved to be reliable, reactive and professional researchers. They provided advice to adjust our research methodology and were flexible to adjust the timeline as per our institutional partners' request.

*Their **analysis report** and **recommendations** were much useful to produce relevant communication materials and to organize tailored awareness events with factory workers.*



***Overall I was EXTREMELY pleased with my experience** and I would absolutely use them again and recommend them to others.*

My request was extremely demanding, and the team consistently rose to the challenge and was extremely responsive and delivered excellent work.

*Finally, I think the staff deserves a lot of credit. **Everyone with whom I worked was fantastic** - very competent, responsive, and fluent in English. Again, nicely done.*

Testimonials



I received a lot of help during setting up the project and even before being commissioned (statistics on farming, etc.) but what can make the difference between this team and other institutes are:

- *Putting a lot of effort into this project by sharing your knowledge and expertise*
- *Quick turnaround of fieldwork and timely delivery of the results*
- *Putting a lot of effort into answering questions in case of any uncertainties*
- *Answering my questions beyond the project and not within the exact scope of the project and your service.*

I would recommend other agencies to work with them as:

- *Reliable fieldwork partner*
- *Caring for the project*
- *Doing more than expected*
- *Good value for the money*

We have used the team as a core partner in Vietnam on several projects over the past several years.

*Our first project with them was a complex mixed-methods study utilizing a detailed sampling plan involving hard-to-reach respondents. **Not only did they successfully meet all qual and quant research targets, but the quality of their outputs were exceptional** - on par and even exceeding those of larger research firms.*



*Since then, we have partnered with them on several projects and **they have continued to demonstrate incredible expertise, professionalism, and agility** while delivering high-quality outputs on schedule. The entire team is a joy to work with and we highly recommend them for any research needs in Vietnam.*

Global Agencies and Consulting Firms



Commercial Clients



TEMASEK

Panasonic

CBRE



Nestlé



Oishi



Google



Social Clients



International
Labour
Organization





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