



Survey processing and data entry for a national research firm

Customized data delivery solutions

A national research firm delivers strategic insights that help clients grow their businesses. They create custom market research that helps organizations make sense of complex issues. They work individually with each client to determine the best research approach; there are no “standard” solutions.

To help compile research results, TDEC creates custom data entry templates and processes surveys, delivering the results to the client in a spreadsheet. We perform data entry of the actual surveys that have been compiled by the client and QC of the data. If personally identifiable information (PII) is included in the research, the work is completed in-house. For research without PII, we can help control costs by outsourcing to in-home staffing or international data entry vendors.

CUSTOM WORK REQUIRES CAREFUL CONSIDERATION

Projects for this client were initially planned and priced based on sample surveys. After creating one data entry template based on a client-supplied sample, we noted that the live survey was different, requiring additional data entry and the use of optical character recognition (OCR) for the QC process. While OCR was beneficial, it could not read surveys compiled in pencil, and therefore QC required using the physical surveys for comparison.

SERVICES:

- Data entry
- Survey processing

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Another project was projected to have 29 questions but ended up with 33, including six with multiple-answer options, increasing the number of data entry fields by more than 50. These early projects taught us not to plan too far ahead of production.

TDEC has become an integral part of the research firm's business, currently processing an anticipated 25,000 group of surveys, which includes preparing and scanning all surveys prior to assignment to data entry. Data and images are transferred to the client through a secure file transfer system.

BENEFITS:

Processing surveys that are completed in writing is time-consuming and tedious. By tasking TDEC with this process, the research firm could remain focused on designing research and interpreting results for their clients.

Proven processes:

As experts in data entry, TDEC efficiently designed custom templates and processed research results.

Quality assurance:

Our focus on quality and accuracy means we take the extra steps necessary to ensure results are captured correctly and provide feedback for continued process improvements.

ABOUT TDEC:

TDEC was founded in 1958 to provide data entry services to the National Active and Retired Federal Employee (NARFE) Association. For more than 65 years, TDEC has provided state and federal governments, commercial entities, and nonprofit organizations with cost-effective solutions for labor-intensive business process services such as document management, administrative support, call center assistance, financial processing, and lockbox services.

TDEC participates in the HUBZone program, is SOC 2 Type 1 and NARA compliant and TruSight Validated.

For more information, visit [TDEC.com](https://www.tdec.com) or find us on [LinkedIn](https://www.linkedin.com/company/tdec).



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