TNS Gallup Norway Highly Satisfies Client With Dapresy

TNS Gallup Norway engages Dapresy consulting services and delights telecom client.

"It was good to be able to use the designers that Dapresy have, and we have also been very satisfied with the company's proactive approach. You always have that concern working with a subcontractor that they might let you down. I only have positive things to say about Dapresy."

Finn-Olav Sveinvall, Senior Consultant at TNS Gallup

ABOUT TNS GALLUP NORWAY

TNS Gallup Norway is a full service research company based in Oslo and is part of Kantar, a WPP company, the world's largest custom research group. With a permanent staff of 140, TNS Gallup Norway is also the largest research company in Norway, where it has been a presence in market research as well as social and political research since it was established in 1946. Research sectors include media (TV, radio, print and digital), telecom, finance, automotive, energy, FMCG as well as government and society.

The company uses a range of software for its data collection and data processing activities, and since 2012 has been using Dapresy Pro to create and deliver dashboards and real-time reporting solutions to a number of its clients.

THE CHALLENGE

TNS Gallup was providing a large multi-country study tracking study to a major client in the telecom sector, and had provided them with a dashboard reporting system two years before, which had replaced a series of reports provided in PowerPoint.

Its client requested several enhancements to the reports, which could not easily be accommodated within the existing software. In parallel, TNS Gallup wanted to improve the data load process, which was laborious with the existing system and involved around two weeks of work each time a new set of data arrived. TNS Gallup wanted to eliminate this step by finding a reporting platform that could work directly from the data files delivered by different fieldwork partners around the globe.

Its client was also seeking faster delivery times so that data could be acted on with greater urgency. In addition, the client sought additional types of reports, the ability for users to perform their own queries and calculations, and a more visually appealing dashboard site. Finally, it wished to achieve single sign-on integration with its own network security, so that users did not have to remember separate login credentials to access the results site.

dapresy
BETTER DATA BY DESIGN

THE SOLUTION

TNS Gallup identified that it would need to re-implement the reporting system using different software. Having used Dapresy Pro as a software solution on other projects, Dapresy was asked to propose a solution, this time doing the design and implementation work as well. Finn-Olav Sveinall, senior consultant at TNS Gallup, who oversaw the project, explained: "As there was already a positive connection between Dapresy and TNS, we asked them to demonstrate to us what they could do, and they were very convincing in the presentation they gave."

TNS Gallup's client was also satisfied, and so Dapresy was appointed to build the replacement system. "A key target for us was to have Dapresy do the work," said Finn-Olav. "Dapresy helped us with everything. This included the visual design, creating the reports, mapping the data and migrating historical data."

Initially, Finn-Olav acted as the single point of contact for both Dapresy and his client. Weekly meetings brought all three parties together, but Finn-Olav soon realized that more could be achieved if he allowed client and supplier to talk directly.

"It isn't what we normally do," said Finn-Olav, "but there were times when I was just slowing things down. We discussed it with our client and it seemed the best thing to do for all parties."

It required trust on the part of TNS Gallup, which Dapresy respected by ensuring Finn-Olav was copied into every interaction with his client. The strategy proved particularly useful when implementing the requested single sign-on solution. "We didn't need to be involved in this at all," said Finn-Olav. "It was all done between people within Dapresy and people within our client's IT department that we don't even know."

Unfortunately not all of the work could be completed on the client's network for single sign-on to be delivered for the launch, but single sign-on was operational in time for the next reporting cycle. Yet everything directly under TNS Gallup's and Dapresy's control was achieved on time and within budget. All of TNS Gallup's and all its client's goals were met. Furthermore, the data load process has been reduced to around 30 minutes for each data file.

Assessing the overall successes of the project, Finn-Olav said: "It was good to be able to use the designers that Dapresy have, and we have also been very satisfied with the company's proactive approach. You always have that concern working with a subcontractor that they might let you down. I only have positive things to say about Dapresy."

OUTCOMES ACHIEVED BY DAPRESY

- Migration of all reports and all data into the new solution in time for the first planned reporting cycle.

- New batches of data can now be prepared in just 30 minutes instead of up to two weeks previously.

- A new partnership working model established which gives this research company greater freedom to respond to resource-intensive reporting delivery requests from major clients.

- Single sign-on delivered in time for the second reporting cycle.

- A highly satisfied client.