

## Background

GDCC is the preferred, and often sole, telephonic fieldwork provider for various market research and consultancy companies, from both Europe and USA, as well as the corporate research departments of multinational organizations.

GDCC HQ is based in Rotterdam and from our state of the art facilities in The Netherlands, London, Hong Kong, Istanbul (Turkey) and USA (Reno and Cincinnati), GDCC operates 7 days per week by using 475 CATI stations with 850+ interviewers, conducting both CATI & Mixed Mode data collection globally by using only native speakers.

## WHY GDCC?

- Only Fieldwork Company covering all 22 EU languages in-house with true native speakers.
- 100% transparency during project lifecycle:
  - All interviews recorded
  - Online access to (real-time) project parameters
- ALL global (top 10) MR firms are using GDCC for telephonic fieldwork
- Customer Satisfaction rating consistently 8.3+ (NPS rating at 35%), client retention at 95%
- ISO 20252 certified, ISO 27001 certified and memberships in ESOMAR Corporate, MRS, WAPOR

## In a nutshell

- Core competences project-wise:
  - Difficult B2B target groups such as C-levels, Finance target groups and ITDMs
  - Customer satisfaction surveys
  - Nationally representative B2C work in countries where the in-house field force has sufficient capacity
- All languages in-house, covering the entire EMEA/Americas/APAC region
- GDCC offers centralized CATI fieldwork as a unique selling point, guaranteeing:
  - Speed (not dealing with all local subcontractors or affiliates)
  - Uniform sampling method for all markets
  - Uniform interview instructions for all markets/languages
  - Centralised/uniform quality control, centralized coding and centralized data storage
  - Having native speakers arranging all (back-) translations
- GDCC has an impeccable reputation for effectively and efficiently carrying out fieldwork operations into many different countries simultaneously.

[www.gdcc.com](http://www.gdcc.com)

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**Global Data Collection Company (GDCC)**