talk

Quality Management

Panel recruitment

For the recruitment of all company-owned online access panels, Talk strives for the best possible overall distribution in terms of online representativeness of the entire panel. For this purpose, Talk uses all available digital channels such as social media, newsletters, display advertising, search marketing or media cooperations, or members-get-members campaigns. Which campaigns are used can vary from month to month and always depends on the current panel distribution, or the target group sought in each case.

Registration of participants

Registration in the panel takes place via a Triple-Opt-In. Participants are considered fully registered when they have confirmed a link by e-mail (Double-Opt-In) and successfully completed an initial survey (Triple-Opt-In). In the registration process, as in all panel management processes (e.g. participant support), all data protection regulations are always complied with.

Incentivisation

Generally, Talk Panel members are invited to participate in surveys to give their opinion so that companies can improve their products. Nevertheless, participants are rewarded through a points-based incentive system to compensate for their efforts. The number of points panelists receive for participating in surveys depends, among other things, on the survey duration. Points earned over time can be exchanged for vouchers or cash transfer on the Talk Panel website, or donated to charity. The value of the points, based on experience, is merely an allowance to ensure that it does not act as a primary motivator for survey participation.

Ensuring data protection and respecting the principle of confidentiality

Due to its specific architecture, the in-house panel management system used by Talk ensures the data protection-compliant processing of participant data and anonymised collection and processing of survey data at all times. Talk is certified according to ISO 20252 (market research services).

Quality management in Talk Panels

Quality checks are carried out in all Talk Panels at almost all points of contact with the participant, including:
- Participant registration process
- Changes to registration/profile information
- Incentive redemption booking process

The following **quality management tools** are in use for Talk Panels during participant data entry processes:
- **Deduplication System:**
  Automated duplicate check directly in the registration process
- **Quality Control:**
  Automated check of various entries and technical information of the participants for plausibility and duplicate entries (address information, name, IP address, implausible profile data changes) using stored algorithms. Entries identified as suspicious are blocked and made available in the workflow for manual evaluation.
- **Anti-bot-measures:**
  "Invisible Captchas" are set up at all interaction points with the participant that can be influenced by Talk (panel registration, surveys via our proprietary survey tools, redirect pages). The functionality of a classic captcha is stored without actively requesting distracting input.

- **SMS verification** (available from the end of September 2022):
  Two-factor authentication during registration and modification of elementary profile data. A code is sent via SMS to the subscriber's mobile number, which must be entered for authentication as part of the form entry.
- **Identity Verification Provider (TruValidate)** (starting autumn 2022):
  User device data collected during the registration and profiling process will be identity ranked and will be excluded from the panel if the ranking is insufficient.
- **Enhancements** to the existing tools are implemented on an ongoing basis. New technical possibilities for quality assurance are continuously examined and, if feasible, technically implemented. Regular general security audits of the panel data are carried out in order to prevent anti-fraud measures.

In principle, all examination processes are carried out continuously in a combination of automated identification and manual evaluation processes. The examination process and the examination results are recorded and documented directly in the panel management system without gaps for all processes.

The quality check per participant is not carried out once but depends on the participant's behaviour in the above-mentioned moments of contact. Those who are listed as "certified" continue to go through quality check processes.

Quality management in the context of data analysis and quality checks in surveys

Quality checks in connection with surveys are carried out in the context of data cleaning and, if not defined by the client, follow specific combined criteria in data analysis (e.g. response behaviour and response time, response quality in open mentions), in full-service projects.

Participants identified as "bad quality" in the course of data analysis in survey projects are manually fed into the panel management system and automatically entered. The system marks participants accordingly and automatically sends a notification to the participant according to an escalation scheme. The number of markings is counted for each participant. After being marked as "bad quality" 3 times, the participant is contacted for the last time and then blocked (blacklist).

Project management in the field phase

Talk generally attaches great importance to high transparency during data collection as well as high quality of the collected data. The project supervisor is in regular contact with the client's contact persons during the field phase and informs them about the field progress in a pre-agreed cycle. After the end of the field phase, all relevant key data on sampling and field progress are made available.

Quality management within project management

Review processes are implemented at critical points in the course of the project, primarily according to the principle of dual control:

- During the preparation of complex offers in particular, feasibility analyses and offer contents are checked within the project teams.
- For each survey, the questionnaire is checked with regard to the functionality of the redirects, the logic of the questionnaire, compliance with the privacy policy and language. The check is always carried out by native speakers.

- Questionnaire programming is checked before the link is sent to the client.
- Data sets are always checked again on a random basis after data cleansing and preparation before being sent to the client.

The structures and workflows in project management ensure seamless backup and reliable support at all project stages.