

How we developed a complex, multi-lingual client satisfaction survey for a government department.

Our Approach

In 2007 Unity4 partnered with one of Australia's leading Social Research agencies to conduct a client satisfaction survey for a federal government department. The project was highly complex, involving 2200 twenty minute interviews with recent immigrants to Australia.

The interviews were conducted in 16 different languages and provided the primary evaluated tool for the Federal Government's assimilation programs. Fieldwork was conducted over a 6 week period and all interviews were conducted by a mix of the permanent Unity4 interviewing team and an extended team of interpreters, who were recruited, trained, and coached by Unity4 specifically for the project.

After a lengthy competitive tender process, Unity4 was awarded the contract due to its superior data quality control, its flexible and innovative approach to the data collection process, and outstanding value for money.

Unity4's remote-agent business model was ideally suited to the recruitment, training and ongoing management of over 40 nationally-spread NAATI accredited interpreters.

The Result

Unity4 achieved response rates in excess of 95% for the government department, a key performance indicator for the campaign. Interviewing was conducted carefully and sensitively, as was necessary for the nature of the project.