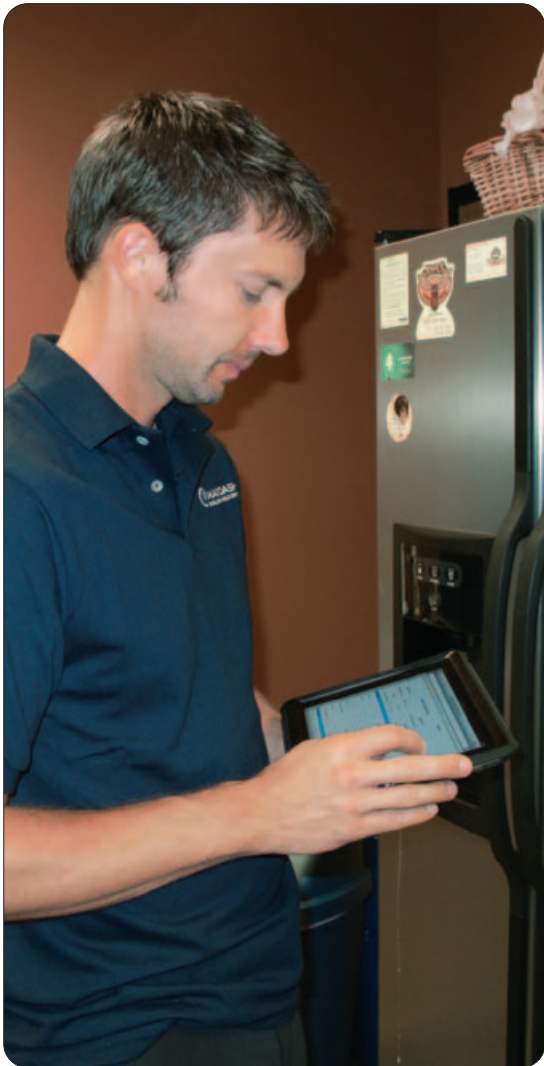


Mad Dash Delivers 'Ridiculously Clean' Field Data to Opinion Dynamics

Meets program challenges with expertise, flexibility, latest technology and highly trained service technicians



The Company

Opinion Dynamics Corporation is a leading national consulting firm specializing in energy efficiency and market research. Its staff works with public and private organizations to provide them with key, actionable information they need to make educated decisions. To deliver the most accurate information possible, Opinion Dynamics relies on Mad Dash for high-quality data from field data collection.

The Challenge

"Our challenge in residential field data collection is not only receiving uniform, accurate data from each premise across the sample, but in taking care of the customers, too," says Bill Norton, Opinion Dynamics' VP of Energy Operations. "If customers call because a technician is late for an appointment or logistics go wrong, that gets back to our client and it doesn't look good for us."

"Once you've spent your data collection budget in the field," Norton continues, "you have to have clean data. Working in premises of every kind, your data collection form has to account for all the variables that will allow you to ensure, for example, the number of light bulbs squares with the numbers of light fixtures or sockets in each premise... It seems that the data seldom matched perfectly with the form until we started working with Mad Dash."

See the Mad Dash solution on the next page.

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Bill Norton, VP of Energy Operations,
Opinion Dynamics Corporation



The Mad Dash Solution

To answer these challenges, Norton and his company rely on three key elements of the Mad Dash offering:

- Expert, experienced, and flexible management personnel that are willing to work with clients in the development process to do the job cost-effectively and bring value
- Use of state-of-the-art technology, data systems, and processes for field data collection with QA/QC processes built in
- Highly trained and motivated field technicians who are expert in both technical requirements and customer service

“They bring not only expert knowledge, but also the know-how and manpower to get the work done in the short frames we often require. It’s all very turnkey.”

Bill Norton, VP of Energy Operations,
Opinion Dynamics Corporation

“Their data is ridiculously clean, reliable, and easy to work with.”

Kessie Avseikova, Analyst, Energy Operations,
Opinion Dynamics Corporation

For example, Opinion Dynamics recently designed a residential appliance study and determined its sample size of several hundred sites. They took some time to work with Mad Dash so that Mad Dash would understand thoroughly what type of data Opinion Dynamics required and they in turn learned in depth how Mad Dash goes about collecting that data in the field.

The two companies collaborated on developing Opinion Dynamics’ data collection system based on use of electronic forms in tablet computers which field crews filled out wirelessly. Opinion Dynamics purchased the hardware and software, and developed the electronic forms. Mad Dash played a critical role in field testing the prototype to make it more user-friendly for the field staff – to bring the field auditor perspective to the existing design. “They were extremely helpful in this regard,” says Norton, “and were enthusiastic supporters of the idea of working with us to develop the system.”

Mad Dash participated in the development process and kept asking how they could improve it, Norton recalls. Mad Dash volunteered to be the guinea pig to get the tablet data entry forms tuned up to actual field data gathering experience.

“Now we have a seamless operation,” remarks Norton. “We enjoy collaborating with Mad Dash on field data collection. They bring not only expert knowledge, but also the know-how and manpower to get the work done in the short frames we often require. It’s all very turnkey.”

Opinion Dynamics sees the deployment of the tablets with built-in QA/QC as a tremendous benefit to their future operations.



Learn more on our web site.

Let Mad Dash bring turnkey efficiency and a new level of data quality to your research and evaluation practice. Call us today at 847-458-7600.

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