



# French leader in Cati Land

Since 2000

CSI; 37 avenue Jean Médecin. 06000 Nice - Tel.: +33 6 63 73 33 10 SA  
with capital of €556,990 - RCS Nice B 410 769 996 – VAT: FR 78 410 769 996

# Who are we?

- **CSI** is the CATI division of the **Leaderfield group, the French leader in telephone and face-to-face fieldwork**. Its activity is entirely dedicated to the collection of telephone survey data, in BtoB and BtoC.
- **Founded in 2000**, CSI was formerly a subsidiary of one of France's leading research institutes. Since 2016, CSI has been a **fully independent** field service provider **with no ties to research institutes**, all of which are valued clients treated equally.
- With expertise that meets the most demanding and constantly improving **quality standards**, we now make this expertise available to research institutes that require it. **Leaderfield is the service provider of choice for institutes that want to stand out from the competition through exceptional quality, which can be valued by their own clients, without even having to worry about close monitoring of the field.**



# For what csi?

## **CHOOSE QUALITY**

By entrusting your land to Leader Field, you have the guarantee that the data collected will reflect reality as closely as possible.

## **CHOOSE PEACE OF MIND**

Your research officers can devote themselves fully to improving their own services. Our teams provide them with complete peace of mind and significant savings in time and energy. In addition, they will regularly receive all the data necessary to monitor the progress of the sites.

## **CHOOSE ADAPTABILITY**

Leader Field has the ability to support and guarantee the best results for small plots as well as large ones.

We have the technical and human resources to manage all your studies.

## **CHOOSE COMPETITIVENESS**

By amortizing our fixed costs over a large number of positions, constantly optimizing all processes, seeking out and adapting innovations and practicing a reasonable margin policy, we are able to offer you particularly attractive prices.

**BANCASSURANCE**

**RETAIL & SHOPPER**

**TRANSPORTATION**

**MEDICAL**

**NTIC**

**ENERGY**

- Ah hoc
- Bus
- Tracking
- Benchmark
- Satisfaction studies
- Awareness/Image studies
- Image assessment/barometer
- Studies of uses and attitudes

**INDUSTRY**

**AUTOMOBILE**

**AGRI-FOOD**

**MEDIA/PRESS**

**OPINION**

**ASSOCIATIVE**

- Segmentation studies
- Customer journey
- Readership studies
- Institutional studies
- Recruitment  
of consumers/ panelists
- Pre-tests and Post-tests of  
campaigns
- Concept tests
- Price surveys
- Studies in the classroom, on site,  
"on board", self-  
administered
- Mystery Tours

# Our resources human

- **Exceptional supervision** with whom you will enjoy working
- **560 regular investigators** with an average length of service of 5 years
  - **Carefully selected** to fit the demands of the study profession
  - **Trained** in good survey practice and the use of CATI
  - Continuously **assessed and monitored** to ensure the quality of data collection **in compliance with ISO 20252 standard**

# Profile of the investigators

- Our investigators are recruited on the basis of speech and situational tests
- They are initially trained in good survey practice and the use of our software, and continuously according to the needs and specificities of the studies
- **They are experienced** : our loyalty policy and our city center location allow us to limit turnover
- They are selected for each study according to their **experience** and **aptitude relational** towards the population studied
- Paid by the hour: no performance bonuses are awarded to avoid any bias harmful to the quality of studies

- **BtoB and BtoC Study Managers** : they have over 20 years of professional expertise in this field of activity. They organize the teams and brief all the investigators assigned to the survey to ensure compliance with the instructions. The client has the option, if they wish, to attend and intervene during the briefings.
- **The Team Leader** : will monitor quotas, establish the strategy for consistent progress across all quota levels and develop reminder rules. He will also monitor productivity reports: questionnaire duration per interviewer, file status and will take corrective actions if necessary.
- **The Supervisor** : Permanently in the field, he carries out daily listening; he controls the quality of the questionnaires carried out throughout the duration of the survey in order to continuously guarantee the quality of the information collected.



# Our technical resources

**Our platform has 212 positions equipped with the** Voxco Command Center 6 type CATI system (survey administration device):

- Data collection on **high-performance servers** dedicated to our studies
- Data transmission via secure **dedicated fiber optic** network with **SDSL backup**
- Provision of study results on a private and secure server
- Secure **VoIP** telephone access and automated remote customer listening
- **Automatic daily local and remote backups** with fast restore in case of need

**A powerful predictive calling system that** automatically redials calls, eliminates answering machines, no-answer calls, busy calls, and other wrong numbers. This greatly optimizes the investigators' work time to handle only useful calls. Investigation rates are significantly improved. **Your fieldwork will be completed faster, and the rates we charge will be more competitive.**



# Field management and monitoring

LEADERFIELD PROVIDES A **SUITABLE SOLUTION**  
**YOUR NEEDS** AT ALL STAGES OF  
LAND REALIZATION:

- Scripting provided in-house

We regularly provide you with a **progress report on the field:**

- Number of interviews conducted
- Progression of quotas by strata •
- Duration of the questionnaire
- Call results on file • Penetration rate
- Transmission of flat sorting
- Final extraction of the database into Excel or other formats.



# Our quality commitment

- Simultaneous monitoring of the conversation and the progress of the questionnaire on screen is carried out daily by supervisors and listeners to continuously check the professional aptitude of the interviewer.
- We carry out **strict controls** to ensure the reliability of the data collected and therefore of the final results: **10% of the questionnaires completed are listened to**
- We work with a team of 20 **experienced** supervisors and team leaders supervising the grounds and ensuring compliance with instructions and objectives
- We offer **remote listening** and can also carry out interview recordings

# Our commitments regarding GDPR

All our servers are hosted by EQUINIX DATA CENTER, holder of the following **certifications** : **ISO 27001, ISO 9001:2015, ISO 22301, ISO 14001:1015, ISO 50001, SOC 1 Type II, SOC 2 Type II, PCI DSS, HDA, OHSAS 18001**

Access to personal data limited to what is strictly necessary (management / scripting / field managers)

## **Regular training of teams on issues and procedures related to GDPR**

Remote connection via **SSL VPN** protected by **ID and password**

Delivery of extracts and exports in an **anonymous** manner which does not allow personal data to be traced back under any circumstances

Transfer of files containing personal data in an encrypted manner via a secure link and protected by a complex password

All our CATIs offer the following information by default:

- Notification regarding the confidentiality of responses
- Request for authorization before listening to/recording the persons interviewed •

Reminder of the rights of access, rectification or opposition to data personal

Duration of retention of personal data: 3 months by default then destruction of all **personal data** unless otherwise instructed by the client in which case the retention period may be extended without exceeding 24 months

# Development of teleworking

In anticipation of a possible lockdown, as soon as Covid-19 emerged and became so serious, we studied, internally and with our service providers, the possibility of shifting our entire production to remote work. When the lockdown was announced, we were ready.

The government announced the lockdown on March 16, 2020 and the start of the first teleworking study on March 17. **The site was operational for teleworking at 100% capacity on March 18, 2020.**

With the mobilization of everyone and the skills of each on the different points to be put in place:

- Adoption of teleworking solutions for all staff
- Implementation of a remote listening solution for management and for clients;
- Implementation of the communication and videoconferencing platform with clients, management and production staff.









LEADERFIELD – CSI

37 avenue Jean

Medecin 06000

Nice

France

Hedyeh JOHANN : +33 6

63 73 33 10

[cati@leaderfield.fr](mailto:cati@leaderfield.fr)