



FA Research & Consultancy

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ESOMAR

ESOMAR is the global association for the data and insights industry, with members based in 130 countries. For more than 70 years, ESOMAR has been guiding, regulating, promoting and celebrating market, social and opinion research and data analytics.



Turkish Researcher's Association

The mission of the Association is to carry out certain studies to establish national and international professional principles in the sector, laws and sector's quality standards.



Trustworthy Research Certificate

TÜAD's legal entities have GAB-Trustworthy Research Certificate. In order to ensure reliability, transparency, and sustainability of quality standards in surveys.



ISO 20252

TÜAD's legal entities are regularly audited by an independent, international, TÜRKAK-accredited audit organization every year.





About FA

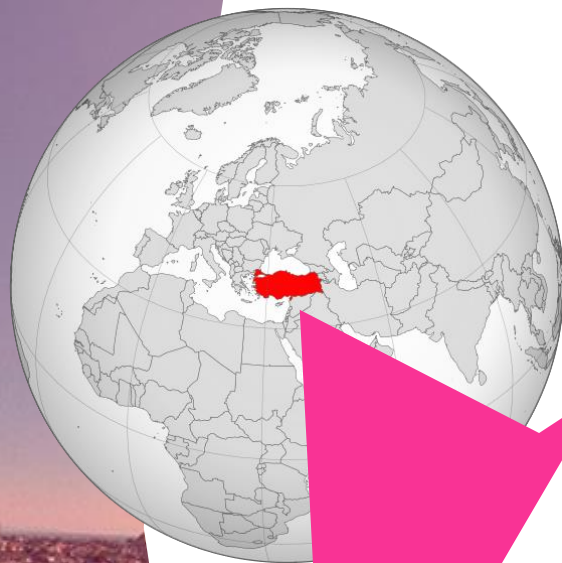
Background and Skills FA's research expertise is amplified by long years of experience of its managers who practice research work over 20 years for research field services and over 10 years for research project management services from research design to insight harvest. FA aims to make a difference while providing research field services enhanced by full-service expertise; hence, FA collaborates as a consultation team which acts as a partner in different phases as feasibility, sample frame design, data process, data delivery and reporting.

Why Us? FA is highly aware of that extracting insights from outcomes of a research project is strongly related to accurate field work. That is why FA offers technical excellence, project management consultation and on time actions and solutions for any obstacles emerging due to cultural and geographic differences, domestic market environment, altered bureaucracy or technical developments to preserve the sequence of work, not only deadline of it and keep projects' budgets optimized for its clients.

Practice and Privacy Our work bases on fragmenting field process and reach excellence for each part while making a crystal-clear communication with our clients to build a healthy partnership. We strive to deliver research projects fast and efficiently while maintaining a high level of quality. We are always committed to our interviewing procedures, able to customize them according to our clients' needs and protecting respondent or any involving entity's privacy that needs to be protected by laws, rights and principles of research ethics.

Values FA people believe in being and staying boutique to serve with true dedication, solution-focused mindset, values root in mutual respect, influencing and inspiring optimism, vitality and vividness derived from expertise and confidence.

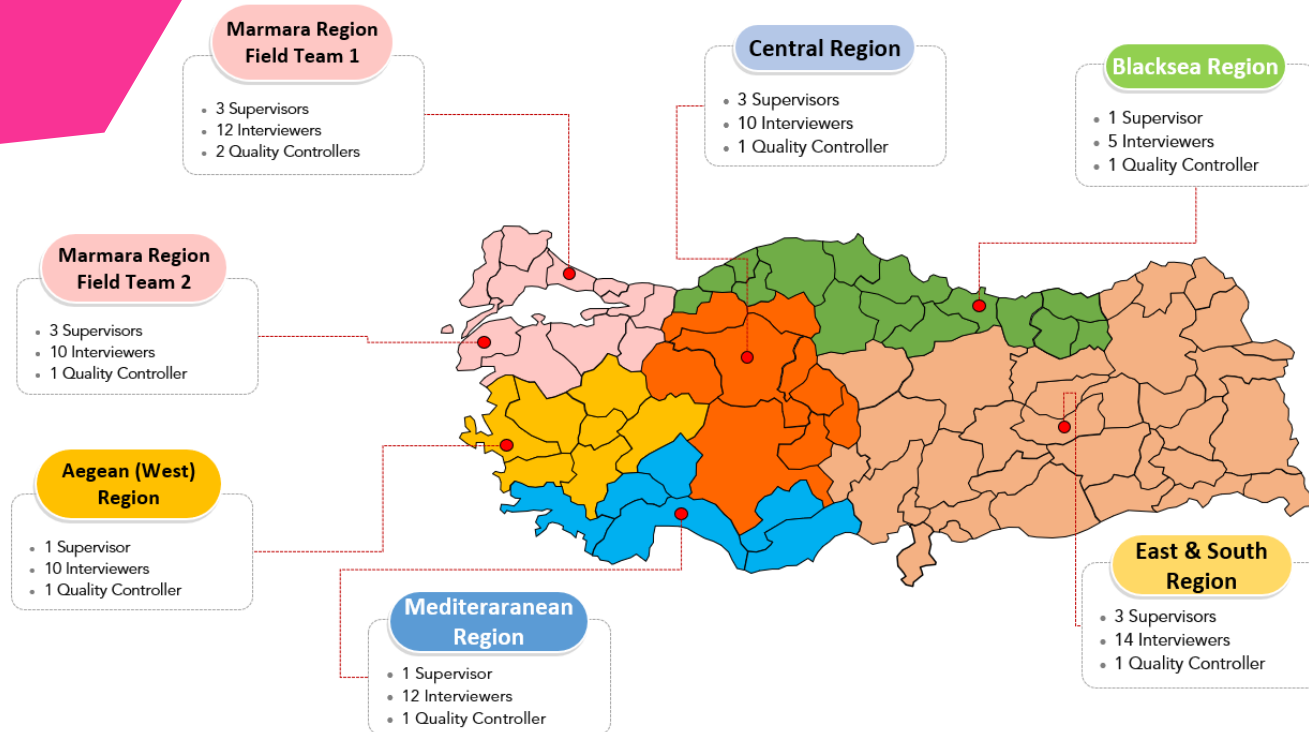
We believe that our happy and highly satisfied clients are our strength that keeps us on the road.



Where FA Operates

FA actively operates in **Turkey** (in all regions and provinces) with a very experienced market research project management team and field team. *FA expands field team force when necessary.*

Interviewer Training: Each FA team member has variety of market research training from regulatory institutions or its clients. We pointedly welcome, abide and practice all the training and meetings which are optional or laid down as a condition for a market market research project or to involve a phase of a market research project.



FA Quantitative Market Research

FA Research and Consultancy is a boutique, independent, Turkish market research company driven by years of experience. Quantitative research practice is one of FA's specialty area. FA helps its clients with conventional or even experimental research projects by providing fieldwork, data delivery and project management assistance in quantitative research works.

A quantitative research work helps stakeholders to get closer to their customers by translating data into business intelligence which stakeholders can act on; it involves the collection and analysis of data generalized to large populations of people. A quantitative research work determines the relationship between independent or dependent variables among the targeted population; it deals with deterministic process by examining numbers and stats. To achieve this, as the first step, research work needs to be completed accurately in the field. We carry out data collection and data process by research work tools and a dedicated team of experts.

FA Is at Service in Research Fieldwork of [Quantitative Market Research \(click to visit page\)](#) Areas

By scope;

- Brand Studies (Brand image and corporate image)
- Usage, Understanding and Attitude
- Customer Satisfaction/Customer Experience
- Ad Testing
- New Product Development/Concept Testing
- Path to Purchase (Understand the journey and customer touch points)
- Segmentation Studies
- Trend and Tracking Studies
- Pricing Studies and many other types of research.

By business sectors;

- FMCG
- [Healthcare \(click to visit page\)](#)
- [Social \(click to visit page\)](#)
- Telecommunication
- Banking and Finance
- Entertaining
- Media
- Education
- Telecommunication



FA Qualitative Market Research

FA Research and Consultancy is a boutique, independent, Turkish market research company driven by years of experience and offers services for qualitative research work to its clients that are mostly research agencies in Turkey and foreign countries which need qualitative research fieldwork conducted by counterparts/parties. FA uses a network of recruiters throughout Turkey to find the participants needed and puts research project into field; keeps its clients updated at all stages of recruitment process; sources venues; provides full participant profiles ahead of research taking place and collects data via moderators. Simply all the things clients need in recruitment and data collection process.

Qualitative research focuses in understanding a research query as a humanistic or idealistic approach and this research method is used to understand people's beliefs, experiences, attitudes, behavior, and interactions. Qualitative methods provide an edge of clear picture and set of exact information to stakeholders which brings the core insights to build a perfect strategy.

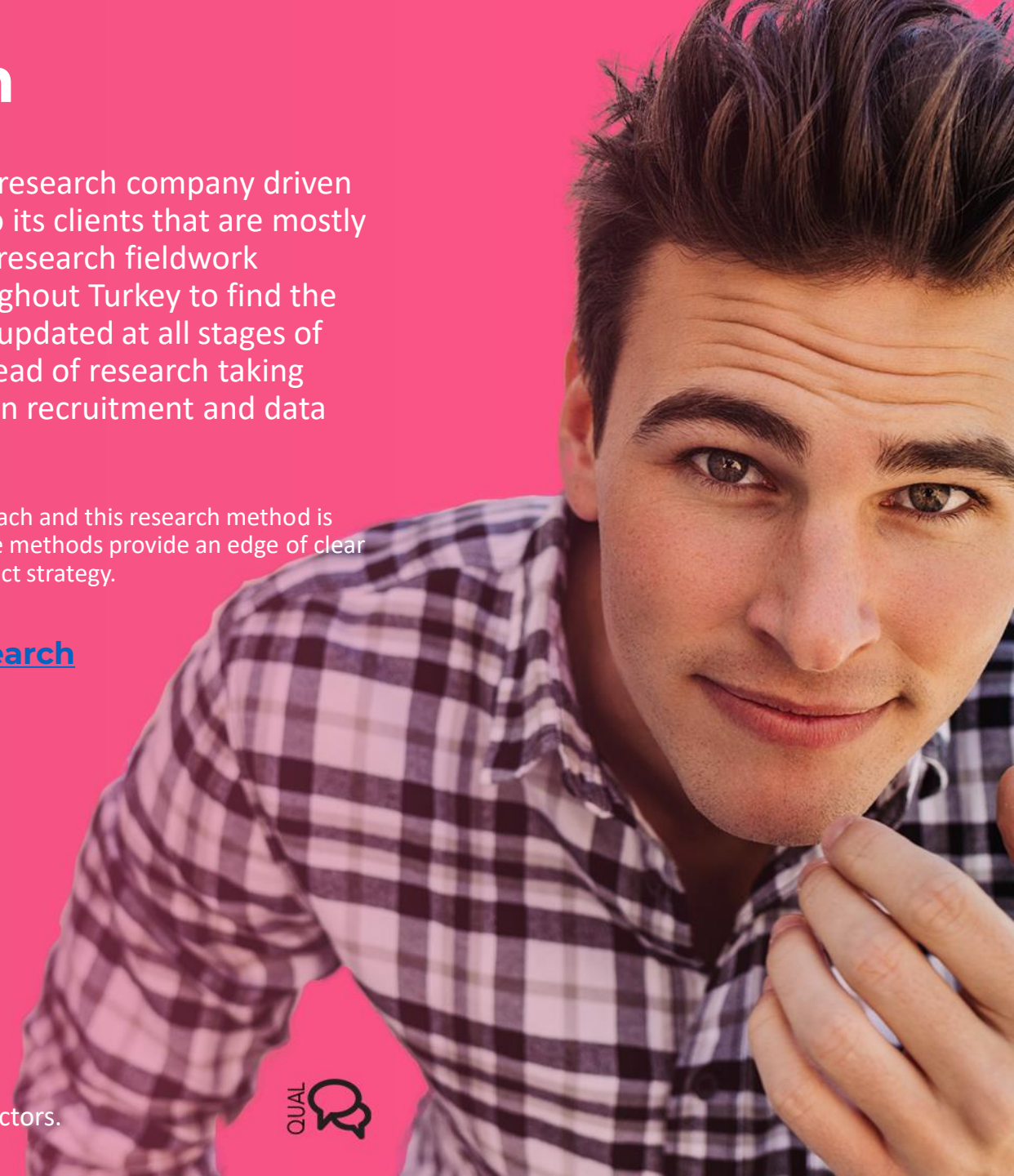
FA Is at Service in Research Fieldwork of [Qualitative Market Research](#) [\(click to visit page\)](#) Areas

By scope;

- Brand Studies (Brand image and corporate image)
- Usage, Understanding and Attitude
- Customer Satisfaction/Customer Experience
- Ad Testing
- New Product Development/Concept Testing
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By business sectors;

- FMCG
- [Healthcare \(click to visit page\)](#)
- [Social \(click to visit page\)](#)
- Telecommunication
- Banking and Finance
- Entertaining
- Media
- Education
- Telecommunication
- Consumer Goods
- Automotive and many other sectors.



FA Healthcare Market Research

We apply in-depth knowledge and unsurpassed expertise in healthcare market research services with a very high degree of reliability. Our business partners utilize our healthcare market research field and data delivery services in both quantitative and qualitative research areas to have high quality healthcare market data that meet their needs.

Please click “**Read More**” in each section for detailed information.



Quantitative Research

Our dedicated and experienced healthcare project...

[Read More](#)



Qualitative Research

We offer recruitment for our clients' qualitative...

[Read More](#)



Medical Professionals

FA provides reach to a pre-identified, pre-screened...

[Read More](#)



Ailment & Rare Patients

FA has ability to reach ailment sufferers have...

[Read More](#)



Research Panel

Ankethink.com has a pool of serious numbers of HCPs...

[Read More](#)



Transcription Expertise

FA has a network of highly skilled transcript decoders...

[Read More](#)



KOL Reach Expertise

FA is capable of reaching and recruiting KOLs...

[Read More](#)



Pharmacy Mirroring

FA has a network of pharmacies which provide...

[Read More](#)



Compliance

FA takes compliance extremely seriously and...

[Read More](#)



Training

Each FA team member accomplished variety of...

[Read More](#)

FA Social Research

Social survey plays a vital role, assisting governments and businesses to develop services, policies, and products that are responsive to identified needs. Social survey also reveals society dynamics and makes us understand the society as a whole or in constituent base that are relevant to a certain scope such as public health, public services (providers or users), government programs, intervention or stimulus programs, politics and elections, ideological perception measurements, institutional image in private or public sector, internal customer satisfaction, non-profit organization programs. Social research helps to decision makers seeking effectiveness both in outcomes and costs in variety of programs or determine how/why an intervention or program works or doesn't work. FA offers project management assistance, fieldwork operation and data delivery services in social research projects.

Our social research experience and abilities allow us to give accurate sample feasibility and recommendations to our clients. We believe in providing realistic and substantive practices and recommendations rather than resulting unappealing conclusions with our clients. Universe size, methodology, indication, timeline and projected incidence rate are some of the factors we consider when evaluating project feasibility, project management and fieldwork practice requirements of a social research work. Our knowledge of social research work allows us to offer quick turnaround of cost and feasibility requests.

FA Is at Service in Research Fieldwork of [Social Market Research \(click to visit page\)](#) Areas

- Government program surveys
- Local governance surveys
- Politics and election surveys
- Opinion polls
- Social behavior change and tracking surveys
- Social awareness, habits and morals surveys
- NGO program surveys
- Fund raising program surveys
- Social development program surveys
- Human rights, democracy, corruption and bribery surveys
- Environment and ecology surveys
- Health services surveys
- (Conventional) media surveys
- Institutional image surveys
- Internal customer satisfaction surveys
- Gender and sexuality surveys
- Social movements surveys
- Class conflict and inequalities surveys



ankethink

panel research services

Ankethink Provides Panel Research Solutions to reach target audiences that subjected to a particular research scope and their responses in an **easy** and **affordable** way.

Ankethink is a Platform

that we establish solid, ongoing relationships with our panelists. This not only ensures sample quality, but also enables us to use extensive member profiling and monitoring to meet the needs of the market research work. We have created an **active** and **responsive** panel by rewarding our members instantly with incentives in return of participating in surveys.

Ankethink Works Professionally

with conducting online based surveys, our platform always customized to meet the requirements in term of management of participants. Members of our panel have their own dashboard and always ready to engage to the research work. **Ankethink** provides automated recruitment, participant engagement, sample frame design and management, incentive management and automated distribution, use of smart notifications by delivering messages to increase participation and panelist member validation. It is an easy, smart, professional and end-to-end research fieldwork solution.

Ankethink is on via Panelist's Consent

Participation to surveys through panel platform is only allowed by agreeing to the site's privacy policy and terms and conditions of site use and the accordance declaration of site for personal data protection law which entered into force as a constitutional amendment in order to protect personal information of user(s) and provide secure process of personal data. For more information, please check out [our site's security policy agreements](#) and [our company's data protection declaration](#).



FA Data Collection Methods

FA practices different data collection methods to deliver research services.

FACE TO FACE

(CAPI/TAPI – computer-tablet assisted personal interview)



CATI

(Computer-assisted telephone interview)



ONLINE

(Online recruitment, scripting and hosting)



FA Quality Control

FA supplements its quality control for each data collection method via

- In person, back-check, and telephone controls,
- Statistical analysis by each interview's responses to uncover if any interviewer-made bias, lack of supervision or management or misunderstandings or any careless attitude.
- FA provides technical reports at the end of research project.



FA Quality Standards

FA Research and Consultancy conducts market research projects/programs/works via abiding [ICC/ESOMAR Codes](#), the criteria of [Turkish Researchers Association's Trustworthy Research Certificate](#) and [ISO 20252 Quality Management System](#) which is audited and validated by an [independent and international organization](#), repeating a renewal audit every year.



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FA IS A CORPORATE MEMBER OF ESOMAR.



FA Data Protection

Our data privacy policy is regularly reviewed and updated to ensure that it is compliant with the related laws and requirements.

FA Research and Consultancy data is held on secure, encrypted cloud and dedicated servers that are regularly backed up. Our systems have always fully updated and top-of-the-line firewalls and anti-virus programs running.

FA Research and Consultancy shows maximum sensitivity to security issues of personal data involved into research, digital and event works. We attach great importance to the processing and preservation of all personal data belonging to all persons associated with FA Research and Consultancy works, including those who benefit and use our services, in accordance with the [Personal Data Protection Law No. 6698](#) which refers to [GDPR](#) in Turkey. By a Data Responsible (FA Data Protection Officer who is officially registered to [Data Responsible Registry Information System](#)) as defined in the Personal Data Protection Law, we process personal data within the limits set forth by the legislation. For more information please review FA Research and Consultancy's [Personal Data Protection Declaration](#) page.

Reach FA



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Thank you.