



Introducing

FlexiHalls®

FlexiHalls® are a new and exciting offering from acefieldwork; they offer clients the flexibility of being able to conduct online surveys from hall based locations almost anywhere in Great Britain.



At a time when many are questioning the validity and reliability of online panel-based approaches for certain types of project, the FlexiHalls® approach retains the assurance of respondent validity only possible through face-to-face methods, and delivers fast results with more flexibility than traditional hall tests.



Hall Tests that use online technology for immediate feedback of results used to be restricted to internet cafes or a few dedicated venues not available for general use...



...this impacts on the location, speed and facilities available

Not very helpful for clients who need reliable and speedy service with the right facilities across a multitude of locations



Finding venues with fast broadband also has its problems...
...they tend to be almost exclusive to urban areas
and cannot support more than 2 or 3 laptops working concurrently



...and are often not at all suitable for a hall test environment



Then along came a very clever person
with the idea to create a fantastic new hub...



...which can connect up multiple laptops to a 3G network



...allowing us to offer you completely flexible and reliable online hall tests





And so...

FlexiHalls®

were born!

Now we can offer online based hall tests from almost any location within Great Britain



Including traditionally hard to reach areas like smaller market towns...
which helps to alleviate the issue of nationally representative sampling



And by using SPSS Interview Player™ technology we can even continue surveys if the internet connection is interrupted ...



Now your raw data is instantly downloaded
to our central server



Meaning your results can be with you almost
as soon as a survey has been completed




We know from experience that this
makes our clients very happy



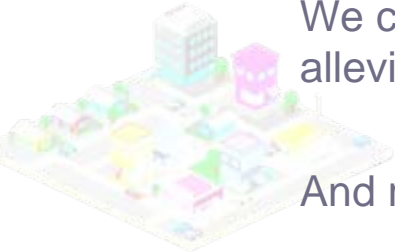
Because they know they can relax and concentrate on more pressing matters



So just to re-cap on what's so different about **FlexiHalls**® ...



The technology used for **FlexiHalls**® involves a mobile hub which connects up to 10 laptops to the internet using a 2Mb wireless connection through a 3G network; enabling acefieldwork to provide online surveys to clients from almost any location in Great Britain.



We can even go into rural villages if we pre-recruit the sample - this helps to alleviate issues of nationally representative sampling;

And reduces the need for post-survey punching and some data processing;



Enables instant downloading of raw data back to a central server;

Offers flexibility in choice of venue, so halls with kitchens for food tasting, or separate rooms for shelf displays can be used for online interviewing

So if you need to test a new product in Great Britain, or get instant feedback then **FlexiHalls**[®] from acefieldwork is the answer to your prayers.



acefieldwork

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