

Case Study: Market Research



SLIVERS-OF-TIME WORKING: Case Study		
BUYER	Centre for Innovation & Partnerships	
REQUIREMENT	Conduct face to face interviews with segmented groups in East London	
	ORIGINAL PLAN	SLIVERS-OF-TIME ROUTE
COST	£12,000 budgeted	£8,978 (actual cost)
PREPERATION	Hire 2 researchers	Give 55 Slivers-of-Time sellers paid training then let them sell time to the project
SCHEDULING	Set up diary for 2 researchers, slot interviewees in based on researcher availability	Match interviewing capacity exactly with daily interviewee availability: 20 interviewers at lunchtime? Done. None at 14.00? OK. Suddenly need 5 at 14.30? No problem.
LOCATION	Bring interviewees to a central point – too time consuming for researchers to travel	Interviewers travel to place that suits interviewee
DELIVERABLES	500 interviews budgeted	1,053 accepted interviews
QUALITY CONTROL	Traditional supervision of researchers	Good interviewers quickly get promoted and get more work
TIMESCALE	3 months planned to include interviewing and data input	Data input done daily in a one hour shift. Project complete in 2 months
IMPACT ON LOCAL EMPLOYMENT	None	55 locals trained in a new skill, get a chance to build track record of reliability around other life commitments – become a pool attractive to other employers

"Using a pool of Slivers-of-Time workers allowed us to match interviewing resource with the availability of interviewees more precisely than has ever been possible before. The resulting cost savings and efficiencies suggest a new model for delivering this kind of project."

*DIANE GOWLAND –
HEAD OF CIPS*