

Pitiusa Design Market Research Group

Global Market Research

CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

# Call Centers, CATI & CAPI Usage and Software Capabilities 2025 V5.3

PDMRG is part of the EPMRG Group (IRS)

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## The Facts

- ++ Founded 2009
- ++ Offices & experts around the globe
- ++ Expert teams (+/- 117)
- ++ Interviewer force (+/- 8.800)
- ++ Own Call Centers
- ++ Own CATI/CAPI programming unit

Pitiusa Design Market Research Group

Global Market Research

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We are your 'One-Stop Shop' for Global Data Collection

## What we offer

- ++ Interviewing (CATI, CAPI...)
- ++ Mystery Shopping (POS, online...)
- ++ 24/7 Call Centers (outbound)
- ++ Own global field interviewer teams

With us you and your clients can relax.

We keep our promises!

Pitiusa Design Market Research Group

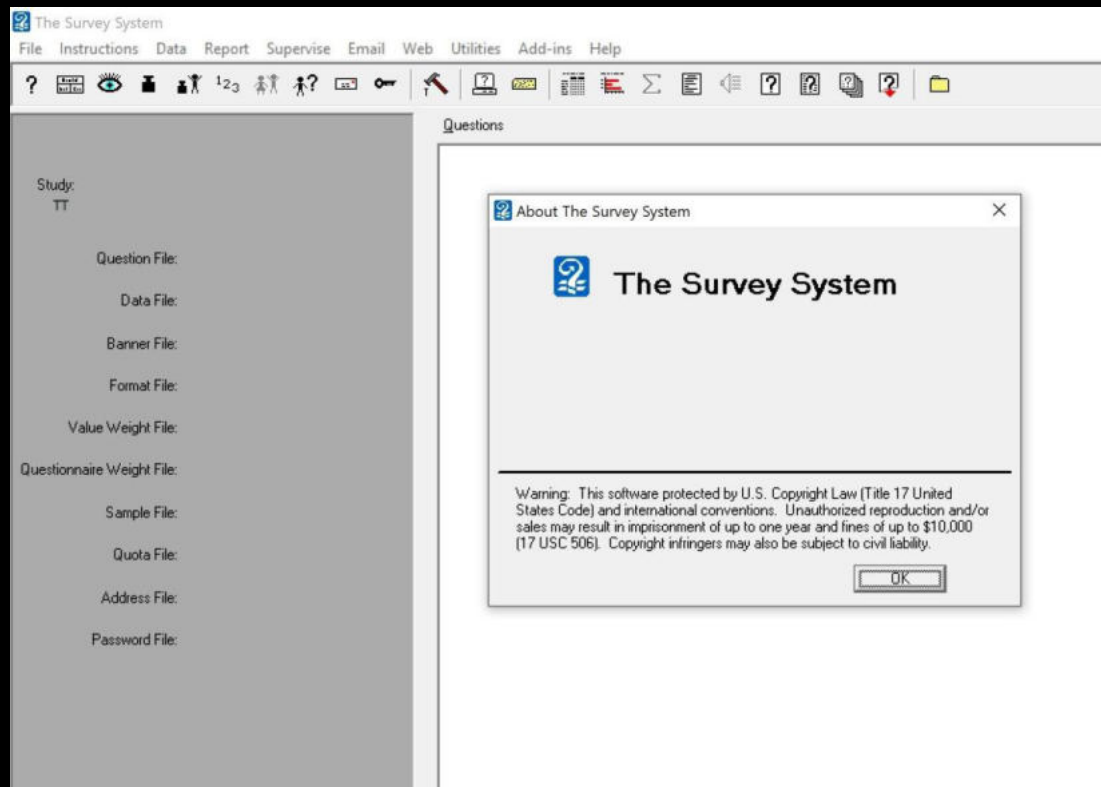
# Global Market Research

## CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

## Software we use:

# ++ The Survey System (CATI and CAPI)



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**The Survey System** is the most complete survey software package available for all types of questionnaires and research projects from telephone, CAPI, or paper questionnaires.

This exceptional survey software package is ideal for mixed-mode surveys, which combine two or more of those methods.

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**The Survey System's Telephone Interviewing Software and Survey Sample Management Module manages telephone samples and enforces quotas.**

**Our Web CATI/Online Interviewing option lets our interviewers work anywhere.**

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### Software we use:

## ++ The Survey System – TAPI Client)

The screenshot displays the TAPI Client software interface for a survey call. The window title is "Call". The main text reads: "Hello Joe Smith, We are doing a short survey today and would like to ask you some questions. Is this a convenient time to talk?". Below this, there are fields for "Organization size: 1" and "Product code: 2". Further down, it shows "Number: (111) 112-1234" and "Attempt: 3".

A "Result Codes" section contains a grid of options:

1 Complete	6 Answering Machine	11 Busy
2 Schedule Callback	7 Language/Deaf	12 No Answer
3 Refused	8 Screened Out	
4 Terminated Early	9 Over Quote	
5 Government/Business	10 Non-working	

Buttons include "Auto Dial", "Interview", "Edit Phone Number", "Result" (with a dropdown arrow), "OK", and "Cancel".

A "Comments" box on the right contains the text: "zz - This is a sample comment on a call attempt".

A "Previous Attempts" section shows a table of call history:

05/28	13:55	zz	No Answer
05/28	11:50	zz	Busy

## Types of Questions

**The Survey System** can handle any type of questions.

++ Multiple Choice Questions

++ Numeric Questions

++ Grid (Matrix) Questions

++ Text Answer Questions



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# The Survey System (CATI Screenshot)

Interview

Questionnaire: 0025      Question: 3      Response: 1

What do you *like* or *dislike* about WKRP?

1. My type of music
2. Like their DJs
3. Like 70s rock
4. Good sports coverage
5. Like the contests
6. Good news coverage
7. Good promotions
8. Like 60s rock
9. Good traffic reports
10. Like financial news

What is the answer

< Previous    Next >    Skip

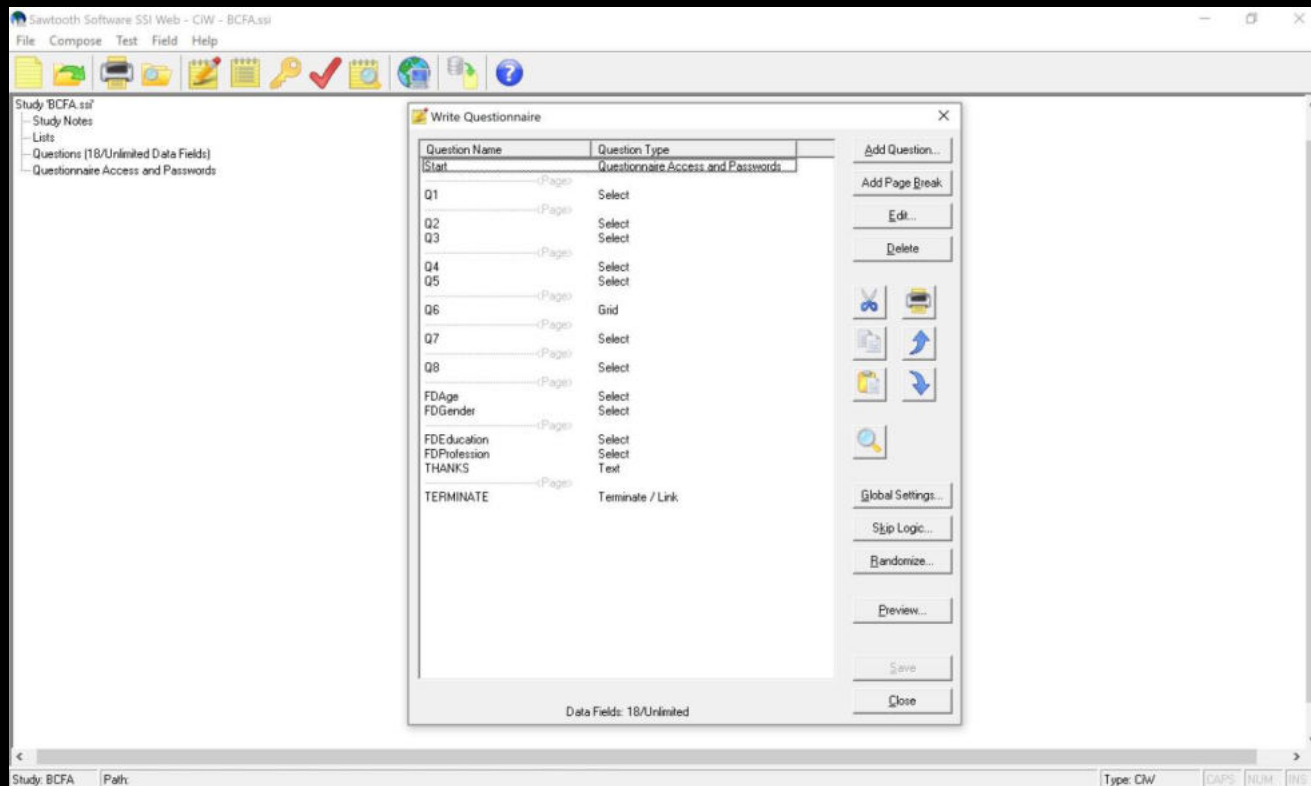
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## Global Market Research CATI - CAPI - IDIs - CLT

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### Software we use:

**++ Sawtooth (SSI – CATI - CAPI)**



**SSI** is a software system for writing questionnaires and conducting market research studies CATI or via CAPI-based (stand-alone PC) interviewing.

**SSI is made up of various components:**

**++ CiW** is the core interviewing component, a general-purpose survey research tool suited for a variety of simple to complex projects

- ++ ACA** is for Adaptive Conjoint Analysis, a trade-off technique often used for product design and segmentation studies
- ++ CBC** is for Choice-Based Conjoint analysis, a popular trade-off method that (among other things) is especially useful for pricing research

**++ CVA** is for traditional, full-profile conjoint analysis. This is the original conjoint method, and it particularly useful for small sample sizes and problems with few attributes.

**++ ACBC** is for Adaptive Choice-Based Conjoint, a new technique that leverages the best aspects of ACA and CBC.

**++ MaxDiff** is for Maximum Difference (Best/Worst) scaling of items. This is a relatively new technique for measuring the importance or preference of a list of items. It shares much in common with conjoint analysis, but it is applicable to a wider variety of situations and is easier than conjoint analysis to use.

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# Sawtooth (SSI – CATI Screenshot)

(2)

How much do you agree with the construction of this plant? Please say if you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, Strongly Disagree.

- Strongly Agree
- Somewhat Agree
- Neither Agree Nor Disagree
- Somewhat Disagree
- Strongly Disagree

(3)

Why? !!! PLEASE NOTE: This is an open question, but for ease of classification it should be recorded using these categories.

- Economical reasons
- Health reasons
- Security
- Environmental reasons
- Crime
- Proximity to the plant (smell, noise, traffic...)
- Other

Next

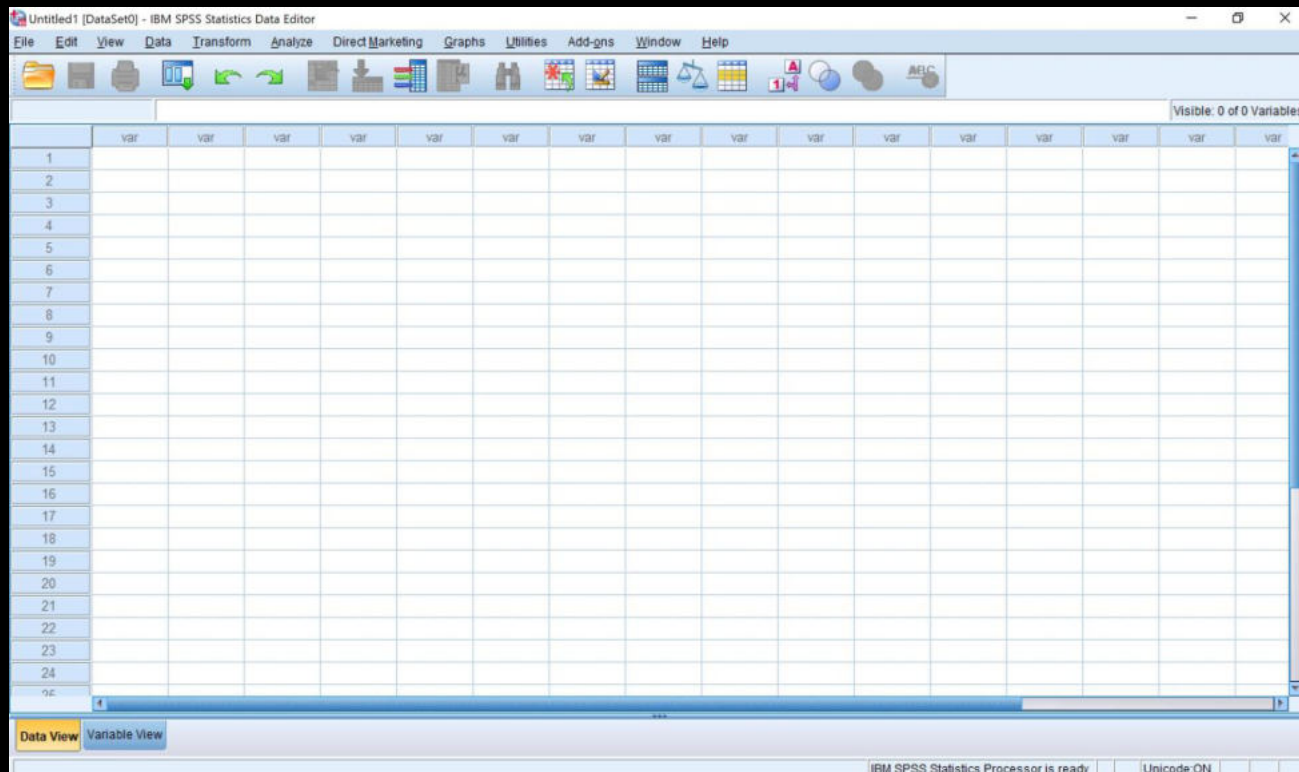
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## Software we use:

++ **SPSS** (data, charts and reports)





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**SPSS is a comprehensive set of  
statistical tools.**

We use a drag and drop interface to access  
a wide range of capabilities and work  
across multiple data sources.

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## Integration with open source

We enhance the **SPSS** syntax with R and Python through specialized extensions. The 130+ extensions available build your own and share with your peers to create a customized solution.

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# SPSS (Statistic screenshot)

The screenshot displays the IBM SPSS Statistics Data Editor interface. The main window shows a data table with 19 rows and 12 columns. The columns are: age, ed, employ, address, income, debtinc, creddebt, othdebt, default, preddef1, preddef2, and predc. The data table is partially obscured by a 'Logistic Regression' dialog box.

The 'Logistic Regression' dialog box is open, showing the following settings:

- Dependent: Previously defaulted [default]
- Block 1 of 1
- Covariates: age, ed, employ, address, income
- Method: Enter
- Selection Variable: (empty)

The dialog box also includes buttons for 'Categorical...', 'Save...', 'Options...', 'Style...', 'Bootstrap...', 'OK', 'Paste', 'Reset', 'Cancel', and 'Help'.

	age	ed	employ	address	income	debtinc	creddebt	othdebt	default	preddef1	preddef2	predc
1	41	Some college	17	12	176.00	9.30	11.36	5.01	Yes	.80839	.78864	
2	27	Did not complete high school								.19830	.12845	
3	40	Did not complete high school								.01004	.00299	
4	41	Did not complete high school								.02214	.01027	
5	24	High school degree								.78159	.73788	
6	41	High school degree								.21671	.32819	
7	39	Did not complete high school								.18596	.17926	
8	43	Did not complete high school								.01471	.01057	
9	24	Did not complete high school								.74804	.61944	
10	36	Did not complete high school								.81506	.79723	
11	27	Did not complete high school								.35031	.61051	
12	25	Did not complete high school								.23905	.21902	
13	52	Did not complete high school								.00979	.00628	
14	37	Did not complete high school								.36449	.34047	
15	48	Did not complete high school								.01187	.00771	
16	36	High school degree								.09670	.11384	
17	36	High school degree								.21205	.17502	
18	43	Did not complete high school								.00140	.00056	
19	39	Did not complete high school								.10415	.09273	

## Formats we deliver:

++ ASCII

++ SPSS

++ Excel

++ Triple S (SSS)

++ and many other formats on request

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

### Offices Europe (Spain) - Asia (United Arab Emirates)

#### *MAIN OFFICER:*

Tim Keller - International Specialist for Global Market Research

Language skills: Spanish, English, German, and Spanish

1986: WWU Münster (Germany) - Master of International Marketing

2009 until today: International Consultant at PDMRG - EPMRG

#### Skills:

Tim is responsible for all contracting work.

He works with a research team with statisticians, motivational research specialists, interviewers, IT specialists and a variety of other experts.

Tim is a sharp Market Research Analyst who interprets data from local, regional, national, or other areas to determine potential sales of a product, service, or retail facilities.

Tim oversees finances and billing of each project while communicating costs to project stakeholders.  
He partners with Project Directors and Moderators to develop client proposals that include a broad range of research methodologies.

Tim is responsible for all our projects conducted worldwide.

Software skills: 'SPSS', 'Sawtooth' (now 'Lighthouse Studio'), 'Quantum', all 'MS Office Packages' and 'The Survey System'.



Key Contact: Tim Keller

timkeller@pdmrg.net

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## Call Center Spain

*OUR OFFICE IN SPAIN COORDINATES/EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Andorra, Portugal and Spain*



**Key Contact: Tim Keller**

**timkeller@pdmrg.net**

**Valencia – Spain**



**OUR CALL CENTER LOCATED IN SPAIN – N=75 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIS - CLT

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### Call Center UAE

**OUR OFFICE IN SPAIN COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN DUBAI:**

*Dubai, Indonesia, Kazakhstan, Malaysia, Philippines, Qatar Singapore, Taiwan, Thailand and Vietnam*



**Key Contact: Tim Keller**

**timkeller@pdmrg.net**

**Abu Dhabi – UAE**



**OUR CALL CENTER LOCATED IN UAE – N=25 CATI STATIONS**

## Global Market Research CATI - CAPI - IDIs - CLT

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### Offices Europe (Germany)

**MAIN OFFICER:**

**Gabriel Abholte - International Consultant**

**Language skills: German and English**

**1979 until 1996: University of Berlin (Germany) - Master in Business Management**

**1996 until 2008: Milward Brown Germany - Project Manager**

**2008 until 2011: Synovate UK - Project Procurement**

**2012 until today: PDMRG - Consultant & Director**

**Skills:**

**Gabriel has the responsibility for the planning and execution of key elements of our qualitative and quantitative market research projects.**

**He always has a full understanding of all his research projects and goals.**

**Gabriel detects and clarifies unstated assumptions, resolves conflicts and helps to ensure best in class project execution and client services. He works in a constantly growing team developing creative problem solving skills in market research.**

**Gabriel conceptualizes research designs to address key business questions, works with our teams to perform quantitative and qualitative analyses, leverages storytelling to deliver actionable insights, and provides overall project management.**

**Gabriel provides superior competency in managing client relationships, with a track record of strong client satisfaction, project and time management.**

**Software skills: 'SPSS' and all 'MS Office Packages'.**



**Key Contact: Gabriel Abholte**

**[gabrielabholte@pdmrg.net](mailto:gabrielabholte@pdmrg.net)**



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## Call Center Germany

*OUR OFFICE IN GERMANY COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Austria, Belarus, Bulgaria, Croatia, Czech Republic, Denmark, Finland, Germany, Hungary, Netherlands, Norway, Poland, Romania, Russia, Slovakia, Sweden, Switzerland, Turkey and Ukraine*



**Key Contact: Gabriel Abholte**

**[gabrielabholte@pdmrg.net](mailto:gabrielabholte@pdmrg.net)**

**Essen - Germany**



**OUR CALL CENTER LOCATED IN GERMANY – N=90 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

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### Offices Europe (France - UK)

*MAIN OFFICER:*

Jean Martin - International Consultant

Language skills: French and English

1994 until 2001: University Paris (France) - Master in Marketing

2001 until 2008: Ipsos France - Project Assistant

2008 until 2012: Synovate France - Project Manager

2012 until today: PDMRG - Consultant & Director

**Skills:**

Jean has got strong project management, negotiating, and problem-solving skills.  
Jean interfaces with all levels of staff and external vendors.

He works independently and to manages multiple projects simultaneously.

Jean always operates alongside Project Directors and Moderators to learn how to provide design recommendations by offering thoughtful input and guidance.

Jean is responsible for project management of several syndicated tracking studies including: questionnaire design, sampling and weighting plans, managing/monitoring fieldwork, code development, creating and managing project schedules and updating stakeholders on progress, quality control, data auditing and data deliverable checking.

Software skills: 'SPSS', all 'MS Office Packages' and 'The Survey System'.



**Key Contact: Jean Martin**

jeanmartin@pdmrg.net

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## Call Center France

*OUR OFFICE IN FRANCE COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Belgium, France, Luxembourg, Monaco and Switzerland*



**Key Contact: Jean Martin**

[jeanmartin@pdmrg.net](mailto:jeanmartin@pdmrg.net)

Toulon - France



**OUR CALL CENTER LOCATED IN FRANCE – N=60 CATI STATIONS**

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## Call Center UK

**OUR UK OFFICE COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES :**

*Great Britain and Ireland*



**Key Contact (UK): Jean Martin**

[jeanmartin@pdmrg.net](mailto:jeanmartin@pdmrg.net)

**Manchester – United Kingdom**



**OUR CALL CENTER LOCATED IN GREAT BRITAIN – N=55 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

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### Offices North America (USA) - South America (Mexico)

#### MAIN OFFICER:

James Turner - International Consultant

Language skills: English and Spanish

1987 until 1996: University of Salford (UK) - Bachelor in Marketing 1996  
until 2013: Nielson Company UK - Fieldwork Assistant  
2013 until today PDMRG - Consultant & Director

#### Skills:

James has got the ability to think both analytically and creatively, exercise judgment and show initiative and leadership in the overall execution of a project.

He manages fieldwork by partnering with Moderator, Client and facilities/technology platforms.

James has got excellent analytical and strategic thinking skills, with ease in finding stories in both qualitative and quantitative data.

His role ensures all client deliverables are completed accurately, on time, and on budget. He is a highly organized, detail-oriented individual who can successfully manage multiple projects in a fast-paced, rapidly changing environment while keeping the clients and internal stakeholders abreast of all project milestones. His proven expertise to trouble shoot and fully resolve problems regarding survey design, fieldwork and data analysis is his main strength.

Software skills: 'SPSS', 'Sawtooth' (now 'Lighthouse Studio'), all 'MS Office Packages' and 'The Survey System'.



Key Contact: James Turner

jamesturner@pdmrg.net

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

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### Call Center USA

*OUR OFFICE IN THE USA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

Canada and USA



**Key Contact: James Turner**

[jamesturner@pdmrg.net](mailto:jamesturner@pdmrg.net)

Orlando - USA



**OUR CALL CENTER LOCATED IN THE USA – N=30 CATI STATIONS**

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## Call Center South America

*OUR OFFICE IN SOUTH AMERICA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR US OFFICE.*

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, Guatemala, Guyana, Mexico, Panama, Paraguay, Peru, Suriname, Uruguay and Venezuela



Key Contact: James Turner

[jamesturner@pdmrg.net](mailto:jamesturner@pdmrg.net)

Mexico City - Mexico



*OUR CALL CENTER LOCATED IN SOUTH AMERICA – N=90 CATI STATIONS*

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIS - CLT

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### Offices Europe (Italy) – South Africa (Soweto)

#### MAIN OFFICER:

Adriana Giancoli - International Consultant

Language skills: Italian, English, and German

2000 until 2009: University Sapienza di Roma (Italy) - Master in Market Research and Development

2009 until today: PDMRG - Consultant & Director

#### Skills:

Adriana is responsible for managing research projects.

She works with marketing and sales to determine project goals and deliverables, select the appropriate research methodology and execute the research studies.

She manages, develops and executes research tools and processes.

She works closely with key stakeholders, ensures the successful execution and resulting data collection of the fieldwork.

Adriana is reviewing the collected data, authors' reports and make business-oriented recommendations to the sponsoring client.

She has got strong analytic skills with experience in statistical modelling and analysis.

Software skills: 'SPSS', all 'MS Office Packages', 'Sawtooth' (now 'Lighthouse Studio') and 'Quantum'.



Key Contact: Adriana Giancoli

adrianagiancoli@pdmrg.net



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## Call Center Italy

*OUR OFFICE IN ITALY COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN GERMANY:*

**Cambodia, Estonia, Georgia, Greece, Italy, Latvia, Lithuania and Moldova**



**Key Contact: Adriana Giancoli**  
[adrianiagiancoli@pdmrg.net](mailto:adrianiagiancoli@pdmrg.net)

**Naples – Italy**



**OUR CALL CENTER LOCATED IN ITALY – N=60 CATI STATIONS**

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## Call Center South Africa

*OUR OFFICE IN SOUTH AFRICA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN ITALY:*

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Central African Republic (CAR), Chad, Comoros, Democratic Republic of the Congo, Republic of the Congo, Cote d'Ivoire, Djibouti, Equatorial Guinea, Ghana, Kenya and South Africa



Key Contact: Adriana Giancoli

[adrianagiancoli@pdmrg.net](mailto:adrianagiancoli@pdmrg.net)

Soweto – South Africa



*OUR CALL CENTER LOCATED IN SOUTH AFRICA – N=30 CATI STATIONS*

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIS - CLT

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### Offices Asia – China (Tanjin) and Japan (Osaka)

#### MAIN OFFICER:

#### Lena Kong – Project Coordinator

Language skills: Chinese, English, and Japanese

1992 until 1999: University New York (USA) - Master in Business Development

2000 until 2008: Synovate UK – International Project Coordinator

2009 until today: PDMRG – Project Coordinator Asia

#### Skills:

Lena provides direction throughout the life cycle of a project (programming/scripting, data collection/fieldwork, data processing, etc.).

She addresses key business questions by implementing qualitative and quantitative research approaches to drive actionable insights and client implications.

She possesses a robust knowledge of the Asian and European Markets.

Lena has got a superior competency in managing research projects, with a strong track record of holding all deadlines.

Software skills: 'SPSS', all 'MS Office Packages', 'Sawtooth' (now 'Lighthouse Studio'), 'The Survey System', 'Voxco' and 'Quantum'.



Key Contact: Lena Kong

lenakong@pdmrg.net

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## Call Center China

*OUR OFFICE IN CHINA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*China (PRC) and Hong Kong*



**Key Contact: Lena Kong**

**lenakong@pdmrg.net**

**Tianjin - China**



**OUR CALL CENTER LOCATED IN CHINA – N=40 CATI STATIONS**

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### Call Center Japan

*OUR OFFICE IN JAPAN COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES – IN COOPERATION WITH OUR OFFICE IN CHINA (PRC):*

*Japan*



**Key Contact: Lena Kong**

**lenakong@pdmrg.net**

**Osaka - Japan**



**OUR CALL CENTER LOCATED IN JAPAN – N=40 CATI STATIONS**

# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

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### Offices Asia (South Korea and India)

#### MAIN OFFICER:

Helen Shue - Consultant & Director South Korea

Language skills: Korean and English

1984 until 1992: University Seoul (South Korea) - Master in Business

1993 until 2012: Hankook Korea – Freelance Project Director

2012 until today: PDMRG - Consultant & Director South Korea

#### Skills:

Helen conceptualizes research designs to address key business questions by implementing qualitative and quantitative research approaches to drive actionable insights and results.

She manages fieldwork by coordinating all moderators, respondents and interviewer teams in South Korea.

Helen has got excellent strategic thinking skills.

She possesses a robust knowledge of primary research (including both qualitative and quantitative research).

Helen has got a superior competency in managing client, moderator and interviewer relationships.

Software skills: 'SPSS', all 'MS Office Packages', 'The Survey System' and 'Quantum'.



Key Contact: Helen Shue

helenshue@pdmrg.net

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## Call Center South Korea

*OUR OFFICE IN SOUTH KOREA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*South Korea*



**Key Contact: Helen Shue**

**helenshue@pdmrg.net**

**Seoul – South Korea**



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## Call Center India

*OUR OFFICE IN SOUTH KOREA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*India*



**Key Contact: Helen Shue**

**helenshue@pdmrg.net**

**Bangalore – India**



**OUR CALL CENTER LOCATED IN INDIA – N=45 CATI STATIONS**



# Pitiusa Design Market Research Group

## Global Market Research CATI - CAPI - IDIs - CLT

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### Offices Australia

*MAIN OFFICER:*

Thomas Krieger - International Consultant & Director

Language skills: English, Spanish, and German

1994 until 1999: University Alicante (Spain) - Master in Market Research

2000 until 2009: Aegis Group Spain - Research Manager

2009 until today: PDMRG - Consultant & Director

**Skills:**

Thomas oversees the logistics and coordination of research, providing direction throughout the life cycle of a project (programming/scripting, data collection/fieldwork, data processing, etc.).

He conceptualizes research designs to address key business questions by implementing qualitative and quantitative research approaches to drive actionable insights and client implications.

He possesses a robust knowledge of primary shopper/consumer research (including both qualitative and quantitative research) and proven experience conducting analyses while leveraging data inputs to develop compelling, strategic narratives for developing category growth platforms.

Thomas has got a superior competency in managing client relationships, with a track record of strong client satisfaction, project and time management.

Software skills: 'SPSS', all 'MS Office Packages', 'Sawtooth' (now 'Lighthouse Studio'), 'The Survey System', 'Voxco' and 'Quantum'.



**Key Contact: Thomas Krieger**

[thomaskrieger@pdmrg.net](mailto:thomaskrieger@pdmrg.net)

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## Call Center Australia

*OUR OFFICE IN AUSTRALIA COORDINATES / EXECUTES THE FIELDWORK FOR THE FOLLOWING COUNTRIES:*

*Australia and New Zealand*



**Key Contact: Thomas Krieger**

**thomaskrieger@pdmrg.net**

**Brisbane - Australia**



**OUR CALL CENTER LOCATED IN AUSTRALIA – N=60 CATI STATIONS**

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## Here are some Statistics about us

We are in a position to access 775 CATI stations and 2.005 CAPI tablets located worldwide.

PDMRG conducted N=192.672 telephone interviews (CATI) and N=87.720 face-to-face interviews (CAPI) around the world in 2024.

Our statistics indicate that in 2024, we did averagely conduct 248 telephone interviews per CATI station and 43 face-to-face interviews per CAPI tablet.

**At PDMRG capacity is not a concern.**

**Everything is a matter of planning!**

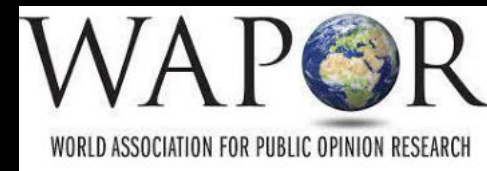
# Pitiusa Design Market Research Group

Global Market Research  
CATI - CAPI - IDIs - CLT

We are your 'One-Stop Shop' for Global Data Collection

## Our Guidelines

PDMRG adheres to the guidelines of the American Association for Public Opinion Research (AAPOR), European Society for Opinion and Marketing Research (ESOMAR), European Survey Research Association (ESRA), European Pharmaceutical Market Research Association (EPHMRA), Insights Association, and World Association for Public Opinion Research (WAPOR).



# Pitiusa Design Market Research Group

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### Some of our valued clients



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**If you have any requests, questions,  
recommendations, or other thoughts  
just contact us.**

**Thank you for your business!**

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