



THE ALL FIELDWORKS AGENCY

THE KEY REFERENCE IN FIELDWORK FOR MARKET RESEARCH

ESOMAR^{'13}
corporate

The most complete offer since fieldwork was created

An **experienced** partner

Since 1994, A2S has been specialized in field surveys and in customer relationship. In order to satisfy our partners, we have developed a specific approach using telephone tools and the internet. With more than 380 quantitative fields handled each year, a drastic quality policy and competitive pricing, A2S is the preferred partner of polling institutes, study firms, consulting agencies and numerous advertisers. Whether you need 50 or 50,000 surveys to conduct, we handle your respect with the same precision.

All **your survey fieldworks**

The agency applies itself to solve all the possible survey issues that could arise on a national or international level; ensuring your projects' success taking into account technical and quality related constraints. Surveys become more and more technical; within A2S a dedicated, motivated and multi-skilled team is here to take these factors into account.

In-hall tests

In the heart of Paris, A2S offers a test room fully equipped to perform concept testing, packaging tests, organoleptic and sniff tests.

For face to face in people's home interviews, we have a wide national network of qualified interviewers.

Our **means**

A pool of **1,000 telephone interviewers**

A pool of **500 face to face surveyors**

500 international researchers

50 spoken and written languages

Systems CATI, CAWI et CAPI ASKIA

60 CATI positions at Malakoff

30 CAPI tablet computers

An offshore offer

60,000 mystery shoppers

2 tests rooms

6 broadband connections

On-site and remote listeners

Automated management of production tasks

A telemarketing follow-up (computer based)

Development of ad-hoc tools



Mystery shoppers at A2S

We developed a consumer panel around the country that includes more than 60,000 mystery shoppers with more than 30 descriptive criteria. This panel allows us to involve live-clients whose profiles best correspond to the type of customers you are targeting.

We carry out your entire project using phone calls, home visits and online mystery shoppers.



A suitable methodology

A2S adapts to all your methodological constraints. Therefore, our production process ensures that goals are reached within delays as well as the quality and the homogeneity of the data collection.



Services Plus A2S

A2S also offers solutions for verbatims codification, translation, statistical processing and entry of questionnaires in French and 50 others languages.



A flexible provider

- Quote within 24 to 48 hours
- Establishment of telephone fieldwork in 48 hours
- Data surrender 24 to 48 h after the end of fieldwork
- Data export in all formats (Excel, ASCII, SPSS...)
- Handling of time differences GMT
- Daily reporting
- Permanent quality control

Awareness and image studies,

Consumer satisfaction barometer,

Concept testing or packaging tests,


Organoleptic tests,

Readership surveys,

Opinion surveys,


Advertising pre and post testing






After more than twenty years of service in marketing studies, A2S developed expertise and reliable advice to achieve all of your fieldworks.

Whatever your issue, we will seek together the most relevant and effective way of collecting data.



Whether your plans include telephone interviews, face to face interviews or recruitment panel, you should choose A2S for its excellence and meeting its targets in achieving your surveys.



Your sales contact

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