



WEBCALL
INTERNATIONAL
RESEARCH

Thailand - Hong Kong - Philippines

FIND OUT WHAT CONSUMERS

TRULY VALUE



BEHAVIORAL INSIGHTS DATA COLLECTION EXPERTS



EXPERTISE

Our footprint makes us the go-to partner for market research in Asia and beyond.

We offer all qualitative and quantitative methodologies across APAC markets.

With our partnership with Veylinx we bring the most sophisticated behavioral insights solution for innovation launch and help brands to develop products their customers truly value.



MULTI COUNTRY CAPABILITIES

Thailand, Philippines, Indonesia, Malaysia, Singapore, Vietnam, Japan, Korea, India, Australia/NZ.



INDUSTRY CREDENTIALS

We are an active member of global and regional associations

ESOMAR²²
Individual



สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society



GLOBAL ENGAGEMENT

We attend and participate on most industry events across the globe



YOUR RESEARCH PARTNER

***You need Reliable Insights,
We have the right solutions.***

- In-depth understanding of Asian consumer's needs
- Consumer's decision making process.
- Emerging trends
- Brand perception

***Find out everything you need to know
about your customers so you can
adapt your strategy to their changing
needs.***



DATA COLLECTION

A complete innovative set of solutions for gathering reliable and compelling data across Asian markets, through our **multi-language CATI centers, F2F locally based teams and Online Panels.**

QUANTITATIVE QUALITATIVE

Full qualitative & quantitative recruitment services for decision makers, Key Opinion Leaders, healthcare providers and consumers.

We offer a wide range of facilities for Focus Groups, IDIs, and CLT in all major cities across Asian markets

NEW PRODUCT DEVELOPMENT

We offer a holistic approach in providing valuable insights into customer needs, preferences, and market trends, that can be applied on every stage of development funnel.

By understanding the target audience and competition, we help clients optimize product features, minimize risks, and increase the chances of delivering successful and innovative solutions.

INNOVATION

We provide the most realistic behavioral consumer insights based on true shoppers' behavior. By using Veylinx's platform and a Nobel Prize-winning approach we remove hypothetical bias from the source and solve the overclaim problem.

In that way we help our clients to launch more successful innovations and answers business questions quickly and accurately

BEHAVIORAL INSIGHTS

We offer the most realistic behavioral insights platform for confidently answering critical business questions during all stages of product innovation. Through a Nobel Prize-winning approach in which consumers have real skin in the game we reliably predict demand, and help brands launching products that their customers truly value.

BRAND TRACKING

We firmly believe that a product launch is not the end of a process, but it is a start of a journey towards long term success. We have the expertise and the necessary tool box to formulate a comprehensive framework that will help clients track their brand equity post launch, so they are always ahead of the competition.

QUALITATIVE CAPABILITIES

*Research solutions
for deep consumer understanding*



FOCUS GROUPS IDIs

In person
Online
Hybrid
Home Visits
Ethnography
Shop Along

ONLINE COMMUNITIES

Home user Testing
Car Clinics
CLT
Product Testing
Expert Interviews
Sensory tests

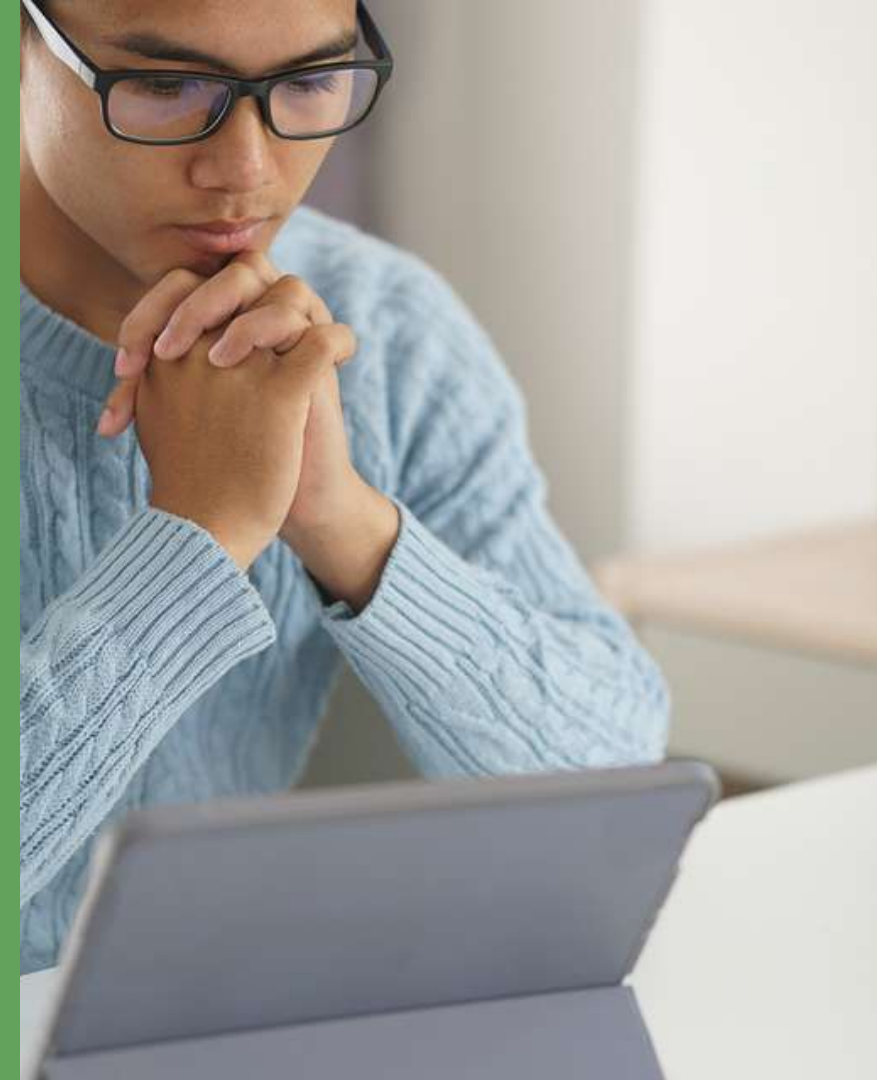


QUANTITATIVE CAPABILITIES

Research solutions for
comprehensive
understanding of
consumer behavior
and market dynamics.

ONLINE PANELS

Access to more
than 6,500,000
consumers in 11
Asian countries



F2F -CAPI

Nationwide
coverage for urban
and rural areas.
Access to all type of
SEC consumers.



HYBRID

Intelligent blend of
methods in order to
achieve maximum
consumer
representations.



The EXPERTS in multi-country CATI Data Collection in ASIA

*High-level, quality driven CATI services,
across both consumer and business
sectors, covering all the main industries
and respondent segments in Asia and
beyond.*





NATIVE SPEAKERS

Thai
Japanese
Korean
Bahasa
Vietnamese
Mandarin
Cantonese
Tagalog
English



**100%
Monitoring &
QC Data
Validation.**

3 CATI Locations

24/7 operation.

100% VOIP Infrastructure.

Home based resources.

Local based supervisor and
quality control.

AI based agent monitoring
system.



B2B/B2C Respondents

Specially trained
interviewers for talking
with hard to reach
senior level decision
makers, Key Opinion
Leaders, healthcare
professionals and
consumers.

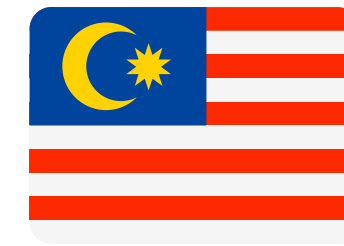
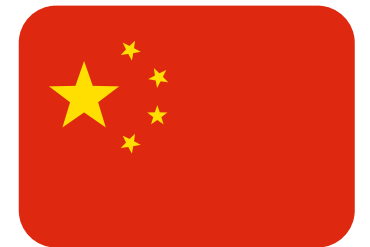
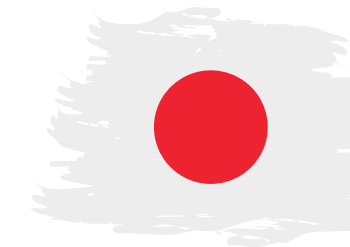
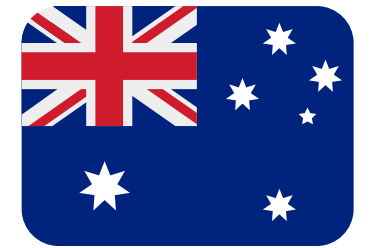
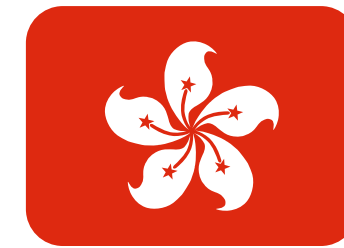


YOUR CATI PARTNER IN ASIA

Consistency and quality across every country involved in each project

WHY WEBCALL CATI:

- One point of contact for all Asian languages
- Scalability
- 10+ years of experience
- Unified Interviewer training and briefing
- Consistent quality control across all markets
- Better fieldwork visibility
- Cost efficient
- Quick turnaround



SOLUTIONS

IDEA TESTING

Quickly test and identify which ideas your target audience is most likely to purchase.

CONCEPT TESTING

Compare the performance of different innovations, packaging or claims, and identify which concept drives the most demand.

PRICE TESTING

Uncover the relationship between pricing and demand, and discover which price maximizes revenue and profit.





CROSS PRICING / VOLUMETRIC

Fully behavioral/
transactional category
demand auction-based
simulator that can accurately
predict the volume/share
impact of price changes by
you or your competitors.

PRODUCT PLACEMENT

Gain a more accurate
understanding of the
potential of a product by
comparing demand before
and after product
sampling.

INNOVATION TRACKER

A post launch tracker to measure and manage long term success.
Next to traditional funnel metrics we measure the value development
as a key KPI. It delivers an earlier read on the effects of marketing and
media efforts vs for instance sales KPIs.

OUR OFFICES



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