

ADROIT SNAPSOLUTIONS SERVICE PACKAGE

Snap Survey Data Collection (CAPI or CATI)

Rapid, reliable, and ready-to-deploy data collection services on the ground or over the phone, providing high-quality evidence for donor reporting, emergency assessments, and decisions.

What You Gain

- Capture opinion and feedback in days, not months
- Choose CAPI or CATI to match context and constraints
- Built-in validation, real-time supervision, and post-cleaning checks
- Mobilize trained teams across urban, rural, and remote regions
- Track indicators over time for awareness/change/reach
- Provide fast, reliable evidence for donor/stakeholder requests

Service Category	Monitoring, Evaluation, and Learning (MEL)
Delivery Format	CAPI: On-site, field-based, tablet/smartphone-enabled; CATI: Remote phone interviews via call centers or decentralized enumerators
Ideal Use Cases	• Baseline, midline, and endline surveys • Perception and satisfaction assessments • Rapid needs assessments or emergency surveys • Pre-feasibility and situational studies • Donor-driven quick data collection assignments • Remote data collection for hard-to-reach populations
Scope of Work	• Deploy trained field or call teams with supervision and logistics • Program survey tools (KoBo/ODK) with skip logic and validations • Conduct interviews via CAPI field teams or CATI call centers • Capture GPS, photos, and audio for verification and transparency • Monitor progress daily with dashboards and supervisor reviews • Conduct 10% back-checks and 5% spot-checks by quality officers • Implement feedback loops and targeted retraining • Deliver cleaned datasets, syntax files, and summary reports

Tools Used	• KoBoToolbox • ODK • SurveyCTO • Voxco • SPSS • STATA • R • Excel • Power BI
Delivery Process	1. Tool review/co-design with strong validation logic 2. Enumerator training and pilot/mock interviews 3. Daily QA (GPS verification for CAPI, call logs for CATI) 4. Three-level QA: self-checks, supervisor reviews, central audits 5. Validation & cleaning with documented resolutions 6. Analytical reporting and final deliverables
Deliverables	• Cleaned dataset (SPSS/STATA/Excel) • Field/call operations report with syntax (Word/PDF) • Translated transcripts (Word) • Analytical report (30–40 pages, Word/PDF)
Add-On Services	• Data visualization dashboards (Power BI/Excel) • Translation (Dari, Pashto, English, others) • Summary slides for donors / CATI call archive for audit • Remote validation sessions for stakeholders
Sample Size	100–15,000+ surveys
Duration	2–4 weeks (depending on scale and modality)
Staff Time	Average interview time: 25–45 minutes per respondent
Geographic Coverage	
Pricing Structure (Individual)	Starts from USD 1,100 (Minimum 100 Interviews, individual clients)
Pricing Structure (Organization)	Starts from USD 1,300 (Minimum 100 Interviews, organizational clients)
Pricing Logic	Tiered by number of interviews, modality (CAPI/CATI), geographic coverage, QA level, and reporting depth

Team Composition	• MEL Specialist • Field Team (field-based and call-based) • Data Quality Officer (Field & CATI-specific) • Data Analysts
Key Considerations	• CAPI requires full field logistics and deployment • CATI depends on respondent phone access and connectivity • Both use digital monitoring and multi-layer QA • All data handling follows GDPR and donor compliance standards
Lead Consultant Profile	Led by a Senior MEL Specialist with 12+ years of experience in quantitative data collection and field implementation across Afghanistan and South Asia; skilled in CAPI & CATI systems, QA frameworks, and MEL data management.

Past Experience

FAO Crop Cutting Experiment (CCE)	Collected over 15,000 digital yield surveys using tablet quadrants and geo-referenced photos in all provinces. Delivered dataset and report in <4 weeks. Learn More
WHO-Geopoll COVID-19 Impact Study	Over 2,000 calls completed across 34 provinces with rapid insights on income, health access, and behavior shifts within 10 days. Learn More

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