



DataVision Omnibus Survey (DOS)

The most cost-effective way of getting the data you need

DataVision International LTD

(Research & Statistics, ICT, & Corporate Performance Management Consultants)

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DataVision Omnibus Survey (DOS)

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DataVision Omnibus Survey (DOS) is a survey method of quantitative research where data on a wide variety of subjects is collected during the same interview (either face-to-face, online or by telephone). This approach allows a range of clients to share cost on undertaking the survey.

During DOS, each client gets a chance to get his questionnaire feedbacks from the sample size with added demographic and Socio-economic criteria. With the tight budgets faced by institutions, DOS is the best option which can provide you with reliable data for sustainable decisions, plans and interventions.

DOS involves a client purchasing a specified number of questions based on their requirements at a far less price compared to conducting their own survey which is going to include more overheads. DOS is capable of conducting an interview for companies from diversified verticals.

At the end of the project, DOS produces feedback to all the clients according associated with the Socio-economic and demographic variables linked to their specific questions.

According to your requirements, DOS has different tools that can offer your exact Omnibus needs which can provide you with the most reliable and accurate data for your strategic decision making, planning and forecasting.

DataVision Omnibus Survey Tools **m-DOS™**

m-DOS™ is a powerful tool that allows you to reach Tanzanian mobile users at an affordable cost straight to their mobile devices. With the ubiquitous nature of mobile devices in developing countries, only **m-DOS™** can assure you to reach your target audience with your specific demographic and socio-economic attributes.

Nationwide-DOS

Nationwide-DOS allows institutions to get feedback on the questions that can assist them in making informed decisions, gauge product/service awareness, public opinions and other related issues. Monthly our team of enumerators goes to all regions in Tanzania to undertake Tablet Assisted Data Collection for various companies/ institutions. At the end of the process, each company receives their unique survey reports on time and at an affordable cost.

e-DOS™

e-DOS™ allows companies to undertake online Omnibus Surveys to their criteria-based sample according to demographical and socio-economical variables. Our robust technology allows the target audience to fill in the survey form on their smart phones, tablets or a laptop as long as there is reliable data connectivity.

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DOS can be used for the following needs:

Marketing Research: New companies and existing companies can use DOS to undertake Marketing Research to know more about what the market needs.

Product/ Service Perception Survey: DOS is an effective tool to assist firms to understand how the consumers perceive their product/service

Opinion Polls: Opinion polls on various issues such as politics, religion and other subjects can be done by DOS to assist stakeholders understand how exactly a certain issue affects the public (Target Audience)

Testing Marketing Campaigns: Marketing Campaigns can be very costly if they don't return the expected returns, therefore it is advised that companies use DOS to test if their Marketing Campaign is sustainable or a waste of resources.

Gauging brand awareness and Usage: Variety of firms use DOS to gauge how the public is aware of their brand and an estimate of people who actually use the product/service brand.

Market Share Estimation: DOS is used to estimate market share in a range of verticals such as Media and Entertainment, Retail, Transport and many more.

DataVision Omnibus Survey offers the clients the following benefits:

Cost-effective DOS involves a large number of clients which leads to the sharing of the sampling and fielding cost. On top of that discount is available for tracking and monitoring surveys

Timely DOS offers the data you need in a timely manner and in the format of your choice

Reliable With DOS, clients get reliable data and information from the most experience data collection experts for them to make the most effective decision, plans and interventions

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ABOUT DATAVISION INTERNATIONAL

DataVision International founded on 27th October 1998 with its head offices in Dar es Salaam is one of the pioneering companies in the Tanzanian ICT field. Ever since the launch, DataVision has been on the leading edge of introducing innovative solutions on the area of ICT Consultancy, Research and Statistics and Corporate Performance Management having an in-depth experience in working with local and international clients from a diverse of verticals.

Over 15 years, we helped different companies reach their potential in a cost effective manner providing solutions which are aligned to their business strategic goals. DataVision International worked with companies from a range of industries with very unique requirements of diverse complexities and we have managed to meet the exact expectations on all the projects.

Due to dynamic nature of the ICT industry and the clients' needs, we have always been agile and innovative coming up with solutions that are aligned to the technology and the clients' needs.

Our team is composed of diverse personnel who are entrepreneurial driven and focuses on delivering incomparable value to our clients. From the management, technical team, business development, sales and marketing team, we are all driven by the same goal of ensuring that our clients' expectations are met within the time constraints while still achieving over the board service quality.

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