



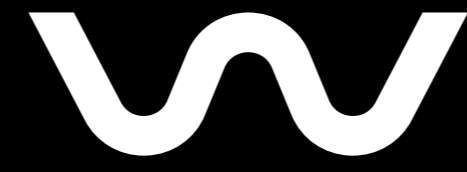
CASE STUDIES

# WORKFLOW

MOST RECENT B2C & B2B HIGHLIGHTS

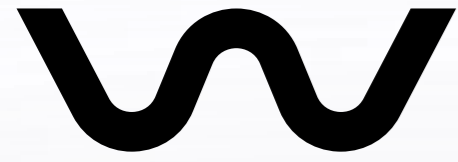
[workflow.al](http://workflow.al)





**Business**

Infused with emotion, Purpose & Innovation



## PROJECT

Spotlighting the journeys of small/medium family-run businesses across Europe

## PERIOD YEAR

2023

NUMBER OF  
INTERVIEWS

**10K**

LENGTH OF  
INTERVIEWS

**20MN**

2023

## METHODOLOGY

CAWI

B2B/B2C

## INVOLVED COUNTRIES

UK, GERMANY, Switzerland, Spain, Portugal, France, Sweden, Ireland, Serbia, Poland, Italy, Slovenia, Bulgaria, Israel, North Macedonia.



## **PROJECT**

Spotlighting the journeys of small/medium family-run businesses across the world.

## **ISSUES/CHALLENGES**

Conducting this project for a global financial services corporation presents challenges in ensuring diverse representation, navigating cultural differences, authentically portraying both successes and struggles, and managing logistical complexities while respecting privacy.

These findings have the potential to drive positive change and empower these businesses to thrive in the contemporary digital era.

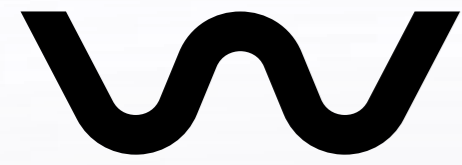
## **SOLUTIONS**

In our quest to assemble a diverse and representative sample, we employed a multifaceted approach to reach potential respondents from small family-run businesses across Europe. Leveraging a combination of online surveys, targeted advertisements, , we cast a wide net to attract participants from various industries and regions



**AUTOMOTIVE**

Infused with emotion, Purpose & Innovation



## PROJECT

Discovering the future of company vehicle fleets with insights on cutting-edge mobility solutions and technologies.

## PERIOD YEAR

2020

NUMBER OF  
INTERVIEWS

**30k**

LENGTH OF  
INTERVIEWS

**20MN**

2023

## METHODOLOGY

CATI/CAWI

B2B

## INVOLVED COUNTRIES

Europe, US, UK. Australia



## **PROJECT**

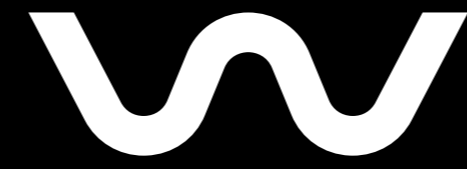
Discovering the future of company vehicle fleets with insights on cutting-edge mobility solutions and technologies

## **ISSUES/CHALLENGES**

In this study, we were looking for vehicle fleet managers and their company needed to have one or more vehicles, self-financed / bought outright or financed through credit or leasing.

## **SOLUTIONS**

WORKFLOW utilized CATI, targeted desk research and social media campaigns to engage and find enthusiastic respondents.



**TECH and CYBER  
SECURITY**

Infused with emotion, Purpose & Innovation





## PROJECT

A tech giant's survey on business data security and tech.

## PERIOD YEAR

2023

NUMBER OF  
INTERVIEWS

**5k**

LENGTH OF  
INTERVIEWS

**30MIN**

2023

## METHODOLOGY

CAWI

B2B

## INVOLVED COUNTRIES

US, UK, Australia, France,  
Germany



## **PROJECT**

A tech giant's survey on business data security and tech.

## **ISSUES/CHALLENGES**

We surveyed businesses on their technology usage and data storage and protection methods, facing challenges in targeting diverse industries and ensuring comprehensive data integrity.

## **SOLUTIONS**

We employed tailored outreach strategies to engage diverse industry sectors and effectively. Additionally, we implemented robust data validation to ensure the reliability and accuracy of our findings across all surveyed businesses.



# ARTIFICIAL INTELLIGENCE

Infused with emotion, Purpose & Innovation



## PROJECT

Unveiling AI's Future: Public Perspectives. A survey. Conducted on behalf of an AI-specializing market leader.

## PERIOD YEAR

2023

NUMBER OF INTERVIEWS

**7k**

LENGTH OF INTERVIEWS

**15MN**

2023

## METHODOLOGY

CAWI

B2B/B2C

## INVOLVED COUNTRIES

US,, Germany, Switzerland,  
Spain, Finland



## **PROJECT**

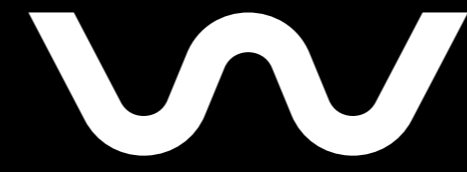
Unveiling AI's Future: Public Perspectives. A survey. Conducted on behalf of an AI-specializing market leader.

## **ISSUES/CHALLENGES**

Ensuring diverse representation across industries and demographics, managing biases in respondents' perceptions, and navigating the complexity of public understanding and expectations regarding AI would be significant challenges in conducting this study.

## **SOLUTIONS**

We addressed these challenges by launching targeted social media campaigns and advertisements, ensuring broad reach and diverse representation . Additionally, we utilized interactive survey platforms to enhance engagement and facilitate comprehensive data collection.



**E d u c a t i o n**

Infused with emotion, Purpose & Innovation



## PROJECT

Empowering Education: Teachers' Voices Heard..

## PERIOD YEAR

2022

NUMBER OF  
INTERVIEWS

**12k**

LENGTH OF  
INTERVIEWS

**15MN**

2023

## METHODOLOGY

CAWI

B2C

## INVOLVED COUNTRIES

UK, Germany, Switzerland,  
Sweden, Finland, Italy



## **PROJECT**

Empowering Education: Teachers' Voices Heard..

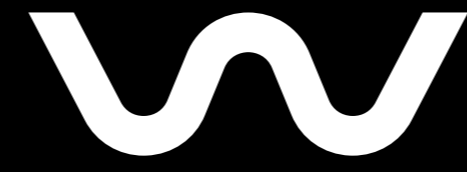
## **ISSUES/CHALLENGES**

Navigating varying levels of technological proficiency among educators, ensuring candid responses amidst potential institutional pressures, and capturing the nuanced demands for systemic change

## **SOLUTIONS**

We addressed these challenges by ensuring anonymity and confidentiality and utilized a combination of quantitative and qualitative data collection methods to capture the multifaceted demands for systemic change within the education system.





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## PROJECT

Charting the Future: Innovating Healthcare Challenges.

## PERIOD YEAR

2022

NUMBER OF  
INTERVIEWS

**2k**

LENGTH OF  
INTERVIEWS

**20MIN**

2022

## METHODOLOGY

CAWI and CATI

B2B

## INVOLVED COUNTRIES

UK, US



## **PROJECT**

Charting the Future: Innovating Healthcare Challenges.

## **ISSUES/CHALLENGES**

We examined the current challenges facing the healthcare sector and seeks innovative solutions to address them, encompassing areas beyond technology such as healthcare delivery, patient care, and organizational efficiency.

Ensuring data privacy and security compliance, and capturing the diverse perspectives of stakeholders across the healthcare ecosystem pose significant challenges

## **SOLUTIONS**

We implemented robust data privacy and security protocols in line with industry standards,, and employed diverse engagement strategies to capture the perspectives of stakeholders across the healthcare ecosystem.



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## PROJECT

Diverse voices unite to sculpt tomorrow's destiny, echoing concerns and shaping change for all.

## PERIOD YEAR

2021

NUMBER OF  
INTERVIEWS

**7k**

LENGTH OF  
INTERVIEWS

**15MN**

2023

## METHODOLOGY

CAWI and CATI

B2C

## INVOLVED COUNTRIES

UK, Spain, Germany, France, Denmark, Italy,  
Netherlands, Hungary, Poland, Estonia, Slovakia,  
Portugal, Romania, Czech Rep., US



## **PROJECT**

Diverse voices unite to sculpt tomorrow's destiny, echoing concerns and shaping change for all.

## **ISSUES/CHALLENGES**

Over the years, this ongoing social study has continuously engaged individuals of diverse ages, backgrounds, and ethnicities, capturing insights on various aspects of life such as the economy, education, health, governance, and societal dynamics. Through iterative cycles of research, we've meticulously tracked changes over time, enabling meaningful comparisons and a deeper understanding of societal evolution.

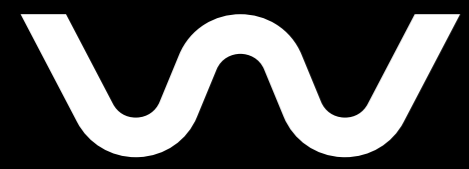
## **SOLUTIONS**

We addressed these challenges by launching targeted social media campaigns and advertisements, ensuring broad reach and diverse representation. Additionally, we utilized interactive survey platforms to enhance engagement and facilitate comprehensive data collection.



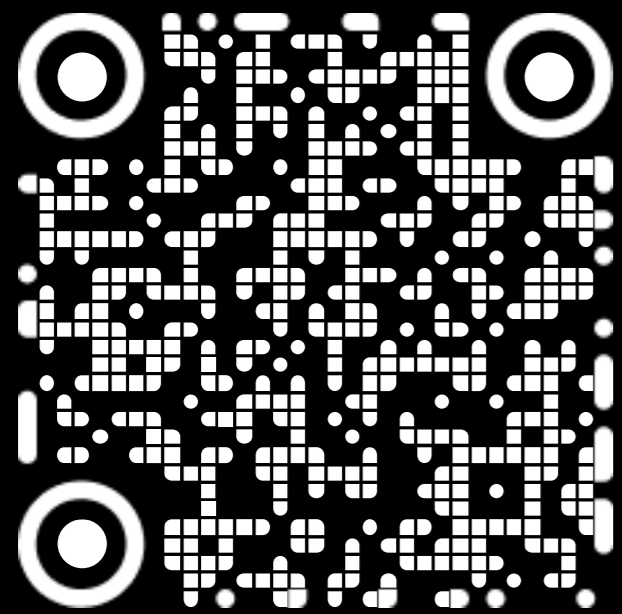
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As we reflect on our journey of discovery and impact through countless projects, we're steadfast in our commitment to harnessing data for positive change. With unwavering dedication, we look ahead, eager to continue our mission of shaping a brighter future through ongoing learning, exploration, and meaningful action.



# Contact us

we can't wait to find your data.



workflow

