CESP – Process Audit report

Financial Year 2020-21

CESP Process Audit

CESP Scientific Committee certifies the following areas aligned with BARC procedures for the following three audits

Data Production Design Audit

- Audience Definition
- Peoplemeter Functionalities
- Minute Allocation Logic
- Bridging and Magnetization
- Hygiene Check
- Cell Weighting algorithms
- Landing page Algorithm
- Audience reprocessing

Panel Design Achievement Audit

- **Universe Definition and Update – Universe Definition**
- **Panel Rotation** – Maximum Duration
- **Panel distortion and control variables**
- **Weighting**

Panel Management Audit

- **Panel Installation** – Completion of Authority Letters, Alignment and completeness of recruitment Questionnaire
- **Panel Training** – Completion
- **Tracking of Panellist participation** – Co-incidental Survey
- **Incentive Management** – Approval, Successful payout, bank account information, defined amount
- **Embedder** – Installation and monitoring

Action Plan based on CESP's Recommendation

Sr. No	Review	Observation	Management comments
1	**Panel Design Achievement Audit**	**Panel Rotation** Annual turnover rate was 15.8% which is below BARC commitment of 25% per year	Due to the COVID-19 pandemic, following issues were faced: a. Listing study was put on hold by mid-March 2020, due to which BARC/MDL did not have sufficient homes in the sampling frame to replace forced churn households. b. On-ground movement restrictions impacted the ability to panel maintenance which reduced % in-tab rate thereby reducing the in-tab sample. c. Further, due to the lack of available households to recruit in the sampling frame coupled with the inability to recruit effectively, forced churn would further reduce the in-tab sample –decreasing the precision of audience estimates. It was, therefore, decided to slow forced churn activities. d. On-ground situation is improving from October 2020. BARC/MDPL re-commenced the listing study fieldwork and re-initiated forced churn, however, there still remains pockets in the country where lockdown continues to exist, but the on-ground situation is much better compared to the last 3 quarters of 2020.
2		**Demographic Update** The demographic update covered only 85% of the installed households on average.	Due to lockdown since March 2020 and disruption in field movement for larger part of the year there was a drop of 3% against target. As on date, 97% of the HH has been completed under the DU task. Since, completion of DU for 100% of HH in a year is not possible due to various reasons, we will add a threshold in the Panel SOP at 95% Going forward, as a process, DU for every HH for selective variable (Like NCCS, etc.) will be done on call and additionally DU by visit to the HH will also be done every year.

Action Plan based on CESP's Recommendation

Sr. No	Review	Observation	Management comments
3	**Panel Management Audit**	**Delay In closure of task (Outside Turn around time) Training** - 12% of the audited installations **(Audit period – December 19 to November 20)**	451 out of 742 HHs were Installed in Mar 2020 just before Lockdown, Training for them has achieved with delay post Lockdown got over. Hence the actual delay was 4.6% (291 HHs) which is within the SOP threshold.
4		**Panel Management Task delay justification** Reasons for delay for closure of tasks outside SLA not captured	Justification for the delay in Recruitment, Installation and Maintenance task were not captured. However, considering the total number of tasks vs actual delay, the % of delay is negligible. However, going forward, we will capture the reason plus we will also define the threshold in our SOP for which reasons for delay for closure of task outside SLA will have to be captured. We will also introduce standard options for reasons for delay for closure of tasks outside SLA as a dropdown to RMs to ensure there is standardization of reasons captured which will be easier to analyze.
5	**Query Management**	14% of the client queries were not answered within 7 working days	7.67% of the queries were closed beyond 7 working days. However, it is important to know that team has closed 135 queries on an earlier date through the modes other than direct entry in Salesforce (confirmation on email, details captured in Salesforce - Description/Message creation/Query History). Some of the queries requires looping in other departments for their inputs to resolve the query, due to which closure takes more time. Going forward, we will improve the number of queries closed within the timeline.