



High Volume Open End Coding

Turning 60,000+ Responses into Actionable Insights

Why Focus Forward?

Focus Forward's in-house coding team, agile processes, and commitment to quality control make us the perfect partner for high-volume open end projects.

Client Challenge

A large-scale online research firm conducted a brand tracking study that generated over 60,000 open end responses across multiple markets. They needed a coding partner who could:

- Handle the high volume without compromising quality
- Deliver consistent code frames across 9 questions
- Turn around results in under 2 weeks

Our Solution

Focus Forward stepped in with a dedicated coding team trained in handling complex and large-scale open end datasets. Here's how we delivered:

- Rapid onboarding and code frame development in collaboration with the client
- Scalable team support, assigning multiple coders with centralized QC
- Smart project management, ensuring daily check-ins and phased delivery

Results That Mattered

- 60,000 open ends coded in just 10 days
- 99.5% accuracy based on client QC review
- Final deliverables included theme-based summaries and Excel exports ready for dashboard integration

