

CESP – Process Audit Report: FY 2021-22





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
- Bucket Treatment
- Cell Weighting algorithms
- Landing page Algorithm
- Metarules processing
- Audience reprocessing

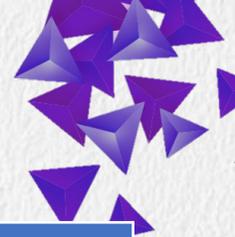
Panel Design Achievement Audit

- Universe Definition & Update
- Panel Rotation – Maximum Duration
- Panel distortion and control variables
- Demographic update
- Weighting

Panel Management Audit

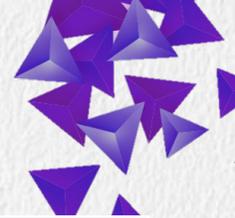
- Panel Installation
- Panel Training - Completion
- Panel management task tickets
- Incentive Management
- Delay tracking
- Embedder - Installation

Actions in-progress based on CESP's observations



Sr. No	Review	Observation	Management comments
1	Panel Design Achievement Audit	Panel Rotation: The annual turnover rate of about 23% is slightly below the BARC Commitment of 25% per year.	<ul style="list-style-type: none"> The period considered by CESP includes the COVID-19 lockdown period. Further, Msci. shall update the BARC Churn in the policy document as "Annual turnover rate committed should be between +/-2% (i.e. 23% to 27%) of 25% commitment", the same will be taken up subject to necessary approval.
2		Panel Performance: BARC did not put in place a precise KPI to track this major ratio of panel management.	<ul style="list-style-type: none"> BARC does not have an industry-guided KPI for panel performance; however, BARC India management has set an internal KPI of 75% to improve the panel performance. Msci. shall present the KPI to the TechComm for final approval, basis which the KPI will be formalized.
3	Panel Management Audit	Meters not connected for 7 days or more (NC7+): Rate of not connected meters for 7 or more days is higher than 2% on all selected days.	<ul style="list-style-type: none"> Field operations was impacted due to COVID-19 lockdown. These restrictions led to increase in NC%. Next year onwards there would be segregation of NC between Controllable (under MDL's control) and Uncontrollable (beyond MDL's control). Panel Operations team is internally discussing with the management to arrive at the % of NC7+ to be the part of Panel Management KPI and shall update the same in the SOP.

Actions implemented based on CESP's observations



Sr. No	Review	Observation	Management comments
1	Panel Management Audit	Panel training task timeframe: 21.6% of the trainings were delayed i.e. achieved after 15 days of installation	<ul style="list-style-type: none"> The delays are attributable to Covid-19 lockdown. All the trainings as planned have been conducted by the field team. Further, SOP has been updated to state that the timelines will be based on working days, and the timelines are being closely monitored.
2		Tracking of panellist participation: 14% of the installed households were covered by co-incidental checks versus the commitment to cover at least 20% installed households per year.	<ul style="list-style-type: none"> Due to COVID-19 Lockdown, Call Center operations were impacted. Once the Call center operations commenced, the co-incidental checks were achieved as targeted. Further, we are aligned with Msci. for achieving monthly targets for co-incidental checks.
3		Embedder: The watermark monitoring was not fully aligned with the process.	<ul style="list-style-type: none"> We have implemented an auto-closure email wherein once the issue is resolved an immediate auto email is triggered and sent to the broadcasters.
4		Query Management: 2% of the client queries were not answered within 7 working days.	<ul style="list-style-type: none"> Some of the queries requires looping in other departments for their inputs, due to which closure takes more time. However, we are aiming to improve the number of queries closed within the timeline.

THANK YOU!

