mVAM DECISION MAKING TREE (3)
In-house or outsourced data collection?

1. Are there external partners (call centers, service providers, NGO’s, local CBO’s) either in-country or outside, which have the capacity and are available to provide voice calls/SMS/IVR services?

   - YES
   - NO

START

2. What is the target number of respondents?

   - Less than 300 households / key informants per month.
   - More than 300 households / key informants per month.

3. Does the WFP CO have the capacity (see Box 1 on capacity requirements below) to do / manage data collection in-house?

   - YES
   - NO, we have the phone numbers but we are planning to collect them
   - NO, but we could collect them

4. Do you have the phone numbers of the people you would like to contact?

   - YES
   - NO, we don’t have the phone numbers and it is not possible to collect them

What did you reply to questions 1, 2, 3 and 4?
Find your answer combination below and read the related recommendation!

Recommendations for your set of answers

1. GREAT! You can opt for either IN-HOUSE or OUTSOURCING! We usually suggest to outsource, but your final decision will depend on the costs.

2. OUTSOURCING - You should choose a partner that can provide you with phone numbers or that can do random digit dialing (usually Mobile Network Operators (MNOs) or call centers).

3. OUTSOURCING is your best option.

4. OUTSOURCING - You should choose a partner that can provide you with phone numbers or that can do random digit dialing, usually Mobile Network Operators (MNOs) or call centers.

5. IN-HOUSE is your best option.

6. This is a very difficult condition: if it is impossible to find either in-country or regional partners, and if it is impossible to collect phone numbers, the project needs to wait. Maybe you need to rethink your target, or continue looking for partners able to provide you with phone numbers or that can do random digit dialing (usually MNOs or call centers).

7. OUTSOURCING - You should choose a partner that can provide you with phone numbers or that can do random digit dialing (usually MNOs or call centers).

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10. OUTSOURCING is your best option.

11. IN-HOUSE is your best option.

12. This is a very difficult condition: if it is impossible to find either in-country or regional partners, and it is impossible to collect phone numbers, the project needs to wait. Maybe you need to rethink your target, or continue looking for partners able to provide you with phone numbers or that can do random digit dialing (usually MNOs or call centers).

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17. IN-HOUSE is your best option.

18. OUTSOURCING is your best option.

19. OUTSOURCING is your best option.

20. IN-HOUSE is your best option.

Box 1: mVAM capacity requirements

To manage data collection in-house, a CO needs:

- 1 trained phone operator (for live calls, one phone operator for every 200 surveys to be completed in a month)
- Enough office space to accommodate phone operators on-site
- Hardware (laptop for phone operators plus specific equipment depending on the tool used, i.e. for live calls the equipment needed is phones and headphones)
- Good phone and internet connection
- An mVAM focal point to supervise the activities and to report on results