



Combining innovative survey methodologies to produce high frequency data: The example of Surveys Solutions and mobile phone surveys in Togo

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In Togo, the World Bank assisted the National office of statistics to implement high frequency survey in the region of Lome. Around 500 households were surveyed, using the Bank's CAPI system to establish the baseline situation, and completing a panel information on a monthly basis through a mobile phone type survey called Listen to Lome (LtL). The use of the Solutions Surveys, the Bank's Computer Assisted Personalized Interview tool allowed to have the reference situation of the samples in a very short, even if it was the first time that this type of survey was realized in Francophone Africa. The use of powerful tablets also offered to have the geographic coordinates of the households and to project them on a google map to evaluate the quality of the sampling.

The time saved allowed a quick data treatment and the cell phone center setting. The call center interviewers were selected between the enumerators and conducted the monthly phone surveys by calling a sampled respondents who are contacted via the mobile phone the project granted to them or via their own mobile phones in some cases.

This paper presents the outcomes and lessons learned from this unique experience, from the preparation to the different implementation stages. Finally the paper makes some key recommendations to improve the mobile phone surveys in Africa, based on the experience in Togo.

Key words. Mobile phone, Call Center, CAPI, Sampling, High frequency data collection