

OPERATING MODEL & IMPLEMENTATION

VoiceInsights Africa

From research question to governed evidence, implementation and decision support

“Every Voice. Every Language. Every Insight.”

VERSION

1.0

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DOCUMENT

VIA-HOW-WE-WORK

AUDIENCE

Public · Procurement

How institutions work with us

Not every organisation wants to operate a research platform. Some need the evidence delivered. Some already have a team and need the infrastructure behind it. Some need the platform itself as institutional capability. Everything below follows from which of those you are.

These are **engagement models, not product tiers**. The same evidence chain runs underneath all three, and so do the same boundaries — what changes is who holds the work.

Managed research delivery — we run the study

Who it suits

Programme teams with a deadline and no field operation of their own; donors and foundations commissioning an evaluation; ministries needing an independent read.

What we do

Instrument design, translation into the collection languages, enumerator arrangement and training, collection, quality review, analysis and the governed publication.

What your team does

Defines the question, approves the instrument, reviews findings and makes the decisions. No platform administration.

How it starts

A scoping conversation, then a written proposal with the design, the sample, the channels and the timeline.

Technology-enabled delivery — your team runs it, with us alongside

Who it suits

INGOs and research firms with field capacity; national programmes with M&E officers; consortia running one design across several countries.

What we do

Implementation and configuration, training for each role, design review, channel setup where a communications provider is used, and support through the collection window.

What your team does

Builds and launches the campaign, manages contacts and audiences, runs the enumerators, reviews quality and authors the findings.

How it starts

An implementation scope, then configuration and role training before the first campaign.

How institutions work with us CONTINUED

Enterprise platform — you operate it

Who it suits

Multi-country programmes, government agencies with several departments, and organisations whose reporting obligations recur.

What we do

Platform operation, governance configuration, identity and access setup, upgrades, and the assurance evidence a procurement review asks for.

What your team does

Everything operational — designs, audiences, campaigns, field teams, quality, analysis and publication — under your own permissions and scopes.

How it starts

A procurement conversation. The evidence pack states what is implemented, what is configurable and what is not yet assured.

What does not change between them

The evidence chain is the same in all three, and so are its boundaries: the same evaluation boundary, the same collection routes, the same evidence rules, the same language architecture, and the same invitation-controlled access. What changes is who holds the work, not what the work has to satisfy.

What is not included, in any model. We do not operate a call centre on your behalf, we do not hold certifications we have not earned, and we do not sign data processing agreements retrospectively.

Ways we participate in programmes and procurement

An assignment rarely matches one supplier exactly. VoiceInsights can hold the whole engagement, a defined work package inside somebody else's, or the infrastructure underneath both.

MODE	TYPICAL SITUATION AND WHAT WE OWN	CONTRACTING STRUCTURE
Prime / lead contractor	The assignment sits inside our scope and capacity. We contract directly and coordinate the approved delivery partners. <i>Remaining with others:</i> specialist domains named in the bid.	Direct contract with the buyer; subcontracts to approved partners.
Joint venture / consortium partner	The assignment needs combined expertise across research, sector knowledge, digital systems, field operations or evaluation. We take the components we can evidence. <i>Remaining with the lead:</i> overall delivery and client relationship.	Consortium or JV agreement formed for that opportunity, with a written scope split.
Technical implementation partner	Another organisation leads the research; we own the digital infrastructure, collection workflow, configuration, training, governance setup or reporting technology. <i>Remaining with the lead:</i> methodology and interpretation.	Subcontract or partner agreement for the technical work package.
Research / data collection subcontractor	A defined research, survey, data-collection or field-operations package inside a larger programme. <i>Remaining with the lead:</i> evaluation judgement and reporting to the client.	Subcontract with a named deliverable and acceptance criteria.
Platform provider	The institution procures VoiceInsights Workspace as infrastructure and operates it. <i>Remaining with the client:</i> all operational delivery.	Licence, with implementation and support scoped separately.
Managed research partner	We manage a full or bounded research assignment end to end within the approved scope. <i>Remaining with the client:</i> the question, approvals and the decision.	Deliverable-based assignment contract.

On joint ventures. VoiceInsights has no standing joint venture. A JV or consortium is formed for a specific opportunity, with a written scope split, and we do not describe a relationship as existing before it does.

What work packages we can own

Stated as a lead or partner can plan against — and bounded, because a capability listed without its condition will be read as unconditional.

Research operations

Study and instrument workflow design; digital survey deployment; multilingual collection; voice-enabled collection workflows; enumerator workflow and assignments; offline field data capture; field data collection.

Evidence and quality

Data quality review and double entry; controlled data processing; evidence traceability and lineage; governed analysis against the registered design.

Reporting infrastructure

Report generation infrastructure; publication workflow and approval control; institutional dashboards; governed exports.

Implementation

Platform configuration; role-based user training; institutional rollout; technical support; controlled integrations, configured per deployment.

Published limitations, carried on every study type.

No roster. One record per unit on every collection surface. Member-level rosters — a household enumerated person by person — are held relationally by the platform, and there is no roster control on the

No causal claim. Change is reported descriptively — a value, a later value, and the difference between them. No causal or attribution claim is produced, because the platform implements no identification stra

No media capture. Photographs, GPS points and file attachments are not question types a respondent or enumerator answers. Location is recorded about a submission, not asked as a question.

Bounded logic. Skip logic is one condition on one earlier question — “if they said no, do not ask the follow-ups” — evaluated by the server as well as the device. Multi-condition expressions, arithmetic ac

Working with partners, joint ventures and consortia

We do not claim internal expertise in a domain simply because an assignment requires it. Where the work needs a sector or thematic specialist, an independent evaluator, a local field partner, an academic institution, a statistical, geospatial, clinical or costing specialist, an implementation partner or a specialist technology integrator, that expertise comes from a partner — named in the bid, not implied by ours.

What we do instead is **define, integrate and govern our work package** inside the agreed structure, so the lead can see exactly where our responsibility starts and stops.

Where we are strongest in a consortium. Collection infrastructure across voice, messaging, web and offline routes · digital research operations · multilingual and voice collection workflows · field workflow and enumerator operations · evidence governance and traceability · M&E data systems · reporting and publication infrastructure · implementation and training.

The commercial and implementation journey

A controlled route from need to operating service. Durations are set per assignment; none is fixed here.

1 • Discovery

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3 • Proposal

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5 • Configure

nnels

7 • Train, test, launch

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2 • Solution design

ols
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4 • Procurement

enco

6 • Pilot

or

What shapes a proposal

Scope follows operating reality rather than a price list. These are the factors we ask about, and each one moves the shape of the work.

Structure and people

Organisation and institutional structure · programme or assignment grouping · users and roles · collectors and enumerators · specialist partners where required.

Collection reality

Channels · languages · response volume · audio processing · geography · field logistics.

Data and systems

Storage · data products · integrations · hosting · security · reporting requirements.

Service

Training · support and service levels · implementation duration and phasing.

A note on vocabulary, so a technical evaluator is not misled. “Programme” and “project” are used here as commercial scoping terms. In the platform the operating hierarchy is **organisation → survey (instrument) → campaign (the fielded study) → response**. There is no project entity; a project identifier is a grouping label, not a record with its own screens or permissions.

Inside a research engagement

Eight stages, each with a named owner and a reviewable output. Whether your team runs these or we run them for you is what the engagement models answer — the stages themselves do not change.

STAGE	WHAT HAPPENS
1 · Design	The research question becomes an instrument: the questions, their order and logic, the languages it will be administered in, and the consent statement a respondent hears first. The design is registered, so analysis later runs against what was planned rather than what was remembered.
2 · Field preparation	Contacts are normalised into one unambiguous form. An audience is a rule over those people. A contact is only dialled where consent was recorded — a blank consent field is treated as unknown, never as permission. Enumerators receive assignments with an area, a supervisor and due dates; offline packages are prepared on the device before the team leaves.
3 · Collection	A person replies however suits them, across the registered routes. Recording a voice does not depend on which language is spoken, and the recording is kept as the evidence of what was said.
4 · Getting the work back	Often the longest stage. Work collected offline sits on the device until receipt is confirmed. An interrupted interview resumes where it stopped; a device running out of room refuses a new interview rather than silently failing to save one; a lost confirmation is re-sent and recognised rather than stored twice.
5 · Evidence management	Every response carries its consent status, origin and lineage. Original audio is retained — including a recording with no discernible speech, because a refusal to answer is a finding and the recording is the proof of what happened.
6 · Quality control	Responses are checked for completeness, duration, consent validity and duplication, and flagged where something does not hold. Double entry compares two independent records of one interview. A supervisor decides; the platform records who decided and when.
7 · Analysis	Descriptive results with the cautions that belong to them. Qualitative coding keeps themes, contradictions and minority views rather than averaging them away. Findings reference registered evidence, so a claim can be traced to the responses behind it.
8 · Reporting and decision support	A governed publication in the formats an institution circulates. A publication whose evidence cannot be resolved is refused rather than produced. Export is a permission, not a button everyone has.

The evaluation boundary. Most evaluation commissions use the OECD-DAC criteria. Our evidence base supports relevance, effectiveness and sustainability, and efficiency where the programme supplies its cost figures. It does not establish impact: a DAC impact finding needs a counterfactual, and the analytical engine refuses causal inference by name. Impact and coherence are an independent evaluator's judgement; we supply the evidence they reason from. Naming the criteria is not a claim of accreditation — no such accreditation exists for a platform.

Who does what

Responsibility moves with the engagement model. This is the allocation we propose from; it is confirmed in writing per assignment rather than assumed.

ACTIVITY	MANAGED RESEARCH	TECHNOLOGY-ENABLED	ENTERPRISE PLATFORM
Discovery	Joint	Joint	Joint
Methodology	VoiceInsights leads	Joint	Client leads
Instrument design	VoiceInsights leads	Joint	Client leads
Instrument approval	Client leads	Client leads	Client leads
Sampling and audiences	VoiceInsights leads	Client leads	Client leads
Translation of the instrument	VoiceInsights leads	Configured by agreement	Client leads
Enumerator sourcing	VoiceInsights leads	Client leads	Client leads
Enumerator training	VoiceInsights leads	Joint	Client leads
Field supervision	VoiceInsights leads	Client leads	Client leads
Collection	VoiceInsights leads	Client leads	Client leads
Quality review	VoiceInsights leads	Joint	Client leads
Data management	VoiceInsights leads	Joint	Client leads
Analysis	VoiceInsights leads	Client leads	Client leads
Interpretation of findings	Joint	Client leads	Client leads
Report drafting	VoiceInsights leads	Client leads	Client leads
Report approval	Client leads	Client leads	Client leads
Publication approval	Client leads	Client leads	Client leads
Platform administration	VoiceInsights leads	Joint	Client leads
Security and access control	VoiceInsights leads	Joint	Client leads
Export	Configured by agreement	Client leads	Client leads
Support	VoiceInsights leads	VoiceInsights leads	Configured by agreement
Closeout	Joint	Joint	Joint
Specialist domain expertise	Partner or specialist where required — named in the proposal		

Multi-channel, offline and multilingual delivery

The respondent decides how they can be reached, not the research design.

COLLECTION ROUTE	STATUS
Phone Call	Proven
WhatsApp	Proven
SMS / Feature-Phone Fallback	Proven
Web Platform Link	Proven
Offline Mobile Application	Proven
Email	Proven

What is available where. A web link and the offline field application work wherever the platform is deployed. Phone, WhatsApp and SMS connect once a communications provider is configured for your organisation — one account covers all three. The offline application collects with no network at all and reconciles when a connection returns.

Three language decisions, not one

Respondent language

What the person answers in. Recording a voice does not depend on which language is spoken.

Working language

What your team analyses in. A separate decision from the one above.

Report language

What the deliverable ships in. A third decision, made at publication.

What we will not tell you about language. No speech-recognition accuracy figure is published for any African language, because none has been benchmarked. The platform performs no automatic language detection — a declared language is what the caller supplied. The number of registered languages is not a capability figure, and the six axes are never added into a single “languages supported” number.

Quality, governance and evidence control

Consent and lineage

Consent is recorded with the response, never added afterwards. Every response carries its origin and lineage, and a finding references the evidence behind it.

Review and publication

A person who did not collect the work reviews it. A publication that cannot resolve its evidence is refused rather than produced, and approval is a human act with a named approver.

Access and separation

Access is invitation-controlled — there is no public sign-up. Roles decide what each person sees, organisations are separated, and the audit trail records what was decided and by whom.

AI-assisted, not AI-authorised

Analysis assistance is separated from observation and from human interpretation, and presented as suggestion rather than conclusion. AI does not approve evidence, decide, or authorise publication.

Held by no one here. Voicelnsights holds no SOC 2 report, no ISO/IEC 27001 certificate, no independent penetration test and no independently audited accessibility conformance. Each is listed in the procurement pack as requiring an independent party. Accessibility is a design target of WCAG 2.2 AA measured with automated testing at four viewports plus targeted manual checks — a measurement, not a conformance claim.

Applicable law

Implementations are designed to support obligations under Tanzania's Personal Data Protection Act, No. 11 of 2022, alongside the applicable agreement. Where a programme falls under the EU GDPR or another regime, those obligations are assessed and documented during implementation. No independent assessment of GDPR alignment has been carried out, and none is claimed.

Deliverables, commercial models and procurement

What you receive

ENGAGEMENT MODEL	TYPICAL DELIVERABLES
Managed research	An executive report, an editable working document, a presentation, a statistical workbook, the governed dataset export and the evidence pack.
Technology-enabled	A configured Workspace, your own governed publications and exports produced by your team, role training, the implementation record and operational support.
Enterprise platform	Institutional platform configuration, governance setup, controlled access, recurring reporting infrastructure, implementation and support, and the audit and evidence record.

PDF

DOCX

PPTX

XLSX

CSV

JSON

Not every format belongs in every assignment. The deliverable set is fixed in the proposal.

Commercial structures

The structure follows the scope. We do not publish a price list, because the factors on the previous page move the work more than any list could represent.

Assignment-based

Fixed assignment or deliverable-based engagement · managed research engagement · bounded pilot.

Platform-based

Implementation fee plus platform licence · annual institutional licence · usage or response-linked components where applicable.

Programme-based

Framework agreement · multi-year implementation and support agreement.

Partnership-based

Subcontract or defined work package · JV or consortium scope allocation.

Procurement pathway

We can engage through an RFI, an EOI, an RFQ, an RFP or tender, a framework agreement, a pilot, direct institutional procurement, a JV or consortium bid, or a subcontracting arrangement. Each is an **engagement route subject to your own procurement rules and the requirements that apply in your jurisdiction** — we make no claim about procurement legality anywhere.

What a procurement team can have immediately. 15 standing documents, including the security overview, the trust register, the subprocessor register, the data protection position and the responsible AI position. A further 6 require an independent party; we hold none of them and each is listed at that state rather than promised.

Why the model is useful

One evidence chain across channels

A voice call, a WhatsApp reply and an offline interview land in the same governed chain, so a finding does not depend on which route the respondent used.

Responsibility is allocated, not assumed

The matrix in this document is written down before the work starts, which is when disagreements are cheap.

Less fragmentation

Collection, quality and reporting sit in one chain rather than three tools and a spreadsheet between them.

Repeatable workflows

A design that is registered can be run again — next round, next country, next year — against the same structure.

Controlled review and publication

What is published has been reviewed by a named person, and what cannot resolve its evidence is not published at all.

Institutional continuity

The audit trail and the governed record survive staff turnover, which is when most evidence chains break.

Movement between models

An organisation can begin with managed delivery and move to operating the platform itself without changing the evidence chain underneath.

We can be part of a team

The assignment does not have to be forced into one provider. We can hold a work package inside a consortium and govern it.

What we do not claim. No quantified saving, no impact attribution, and no certification we have not earned. Where a number would help you, we would rather give you the boundary than an estimate you cannot defend in a review.

The full profile. This brief is drawn from the [Company & Capability Profile 2026](#), which carries every capability, its registered status and its limits in full. Where the two are read together, the profile governs.



Contact us

“Every Voice. Every Language. Every Insight.”

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Derived from the Company & Capability Profile 2026 and the governed capability registries. 126 master claims audited; 39 excluded as future or withheld.