

Computer Assisted Dialing: What will it do for you?



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Is it time?

- ❑ Computer assisted dialing has been used for many years in market research.
- ❑ Quality, as well as productivity, has been an observed outcome.
- ❑ Organizations such as NORC have validated use in social research.

What WILL it do for you?

- Productivity
- Quality
- ... but how does it work?

What are the basics?

- Leave case management to the CATI system.
- Dialable numbers are sent from the CATI system to the dialer.
- The dialer dials and then communicates with the CATI system.

Methods of dialing:

- ❑ Auto: Like a dumb modem
- ❑ Preview: Study the call history
- ❑ Power: Auto detect certain dispositions
- ❑ Predictive: Intelligent dialing
- ❑ Hybrid: Combining *Preview* and *Predictive*

What else can be done?

- Replace need for PBX
- Tool for call center decentralization
- Improved quality control
- Remote audio monitoring
- Audio recording: Part or all
- Call routing
- Interviewer/productivity management
- Facilities management

OK, how does it work?

- ❑ Often PC based hardware
- ❑ T's plug in
- ❑ Telephones plug in
- ❑ Dialer communicates with CATI server
- ❑ Again, CATI manages the sample

What is heard by interviewer?

- Power Mode
- Predictive Mode

... but the STORIES I hear!

- Research dialing is very different from telemarketing
 - Sample frame
 - High response rate
 - Respondent abuse
 - Careful management of abandoned calls

What research is doing different:

- We know about telephone numbers
- We pay attention to call history
- Probability of connection vs “call end”
- Can offer “near zero” abandonment
- Answering machine detection discouraged

Beyond productivity – the improved environment

- Improved interviewer retention
- Job more desirable
- Provides discipline
- Job satisfaction
- A few other things:
 - Consistent dialing technique
 - Accurate call result disposition
 - Lets supervisor work with interviewers

Social Research is different... ...and therefore can't use dialers?!

- Length of interview
- Number of dialings
- NORC, et. al. have legitimized computer assisted dialing

Are dialers expensive?

- ROI < one year
- Need fewer interviewers
- Improves project quality

Q & A

- What other myths can we dispel?