Computer Assisted Dialing: What will it do for you?

Silence

RDD

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11th International Blaise Users Conference
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?

- [x] 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

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

☐ Length of interview
☐ Number of dialings
☐ NORC, et. al. have legitimimized computer assisted dialing
Are dialers expensive?

- ROI < one year
- Need fewer interviewers
- Improves project quality
This morning...

... Dr. Groves said, “... expense of a study is a significant problem today...”

... but we’re not forgetting about quality.
Q & A

What other myths can we dispel?