



## DATA SHEET: The Multi-Mode Platform

Reach Respondents Based on How They Choose To Engage (Phone, IVR, Online)

## At a Glance

**Respondent Targeting and Recruitment Platform for Phone, Interactive Voice Response (IVR), and Online Surveys. Mixed-Mode. Mixed-Vendor.**

- **Manage Resources**
- **Centralize Sample Management**
- **Achieve Precision Respondent Targeting and Recruiting**
- **Program and Execute Surveys Quickly**
- **Gain More Accurate Insights**
- **Prioritize Sample to Meet Quota Requirements across Modes: Phone (CATI), Web, and Interactive Voice Response (IVR)**
- **Get Market Reports across the Sample**
- **Suspend Interviews in One Mode and Resume in Another**

# Reach Respondents Based on How They Choose to Engage

Decision-makers need solutions that provide rapid, accurate, early insights, particularly in this age of Big Data. The Multi-Mode Platform streamlines data collection from targeted respondents, reduces costs, and simplifies data analysis by reducing weighting. Our platform is so powerful that more than 40 percent of the market research and opinion polling call centers in North America use it. And, we've opened up the platform to other vendors' survey and dialing solutions, giving you more choices.

The platform's precision targeting and respondent recruitment capabilities enable researchers to reach broader audiences, shortening time to insight. It lets you actively manage sample, monitor quota attainment, take corrective action, and deliver daily insights.

The platform also enables operational reporting and client data preparation across a mix of data collection modes including phone, online, Interactive Voice Response (IVR), mobile, and heterogeneous vendor solutions. This helps you to complete projects within the shortest time and most cost-effectively using the fewest sample records available.

When survey data collection operations are carefully managed, the data collected early in a study can provide insights that enable fast-paced, forward progress. Real-time sample management and precision targeting capabilities provided by the platform can deliver representative respondents every day, not just at the study end. So, you can achieve the cost-saving benefits of moving from one mode to the next as you collect data. You may begin a survey online and then move to phone or IVR data collection when needed to meet quota completes within project deadlines.

## For Enterprises

- Reach respondents by their preferred communication vehicle to capture the Voice of Customer (VOC) more effectively
- Improve customer service with post-transaction service feedback
- Leverage resources of other phone data collection experts

## For Call Centers

- Improve interviewer productivity
- Centralize and automate sample management across modes to drive quota completion
- Meet your timelines and budgets and gain a preview of balanced results
- Qualify respondents for in-depth interviewing

## Features of The Platform with The Dialer

The integration of our Dialer with inbound/outbound call blending and IVR capabilities enable users to build highly flexible operations that cater to the respondent preferences for interview modes while ensuring project completion in the shortest time and at the optimal cost.

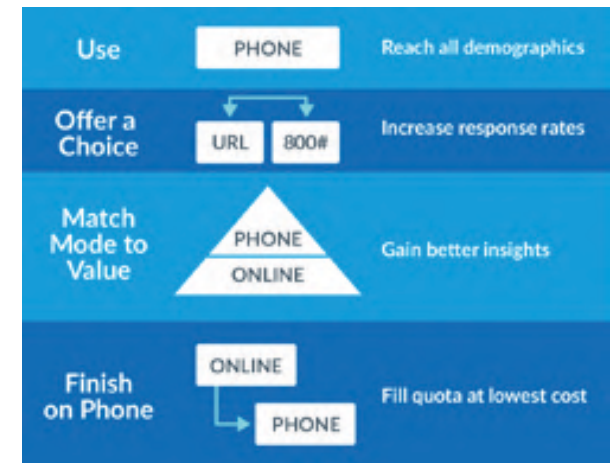
- Integrated CATI/CAWI and IVR
- Do Not Call (DNC) list management in real-time
- Power, preview, and predictive modes
- Audio monitoring
- Flexible inbound and outbound dialing configurations
- Inbound and outbound call blending with the Dialer
- Central study and shop management
- Dual-stream recording— whole interview and start/stop
- Sound playback
- Adjustable abandonment rates

The Console, included with the platform installations, is an intuitive, browser-based interface to data collection operations on our platform. Manage and optimize your studies, interviewers and sample to achieve operational efficiency, statistical analysis and reporting.

Our platform integrates with multi-vendor online solutions, such as Qualtrics, to enable them to add phone and IVR to their online solution sets. We also offer a product option for statistical analysis and reporting.

## Interview Anyone, Anywhere

- Conduct interviews in the language and mode respondents prefer
- Manage your sample currently across 24 time zones
- Surveys can include up to 1 million questions
- Single question limit: 1 million characters
- Sample files can have up to 10 million records
- Up to 999 phone statuses are available



# Discover the Suite!

Request a call today via [MRC@enghouse.com](mailto:MRC@enghouse.com)

# About Us

Enghouse Interactive (EI), a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact center software, services, and video solutions, serving thousands of customers for over 35 years. Enghouse Interactive solutions enable customers to deliver winning customer experiences by transforming the contact center from a cost center into a powerful growth engine.

Enghouse Interactive's core values – Reliability and Choice – are key differentiators in the global marketplace. Reliability speaks to Enghouse Interactive's reputation for consistently honoring its commitments to its customers, staff, partners, and investors. Choice is reflected in the unparalleled breadth of its CX portfolio, which enables customers to choose from a wide array of solutions, whether deployed on-premise, in the cloud, or on a hybrid platform. By leveraging a broad range of technologies and capabilities based on open standards, Enghouse Interactive simplifies the advanced integrations customers require.

Respecting local regulatory requirements, and supporting any telephony technology, Enghouse Interactive ensures that its customers can be reached by their customers – anytime, anywhere, and via any channel.

## Contact us to Learn More

With over 35 years of deep contact center expertise, our team of experts are ready to optimize a solution that's right for your contact center, today and tomorrow.

Visit us at:

[www.Enghouseinteractive.com](http://www.Enghouseinteractive.com)

or contact us at:

[MRC@Enghouse.com](mailto:MRC@Enghouse.com)

### Corporate Office

Enghouse Systems Limited  
80 Tiverton Court, Suite 800  
Markham, Ontario L3R 0G4 Canada

Tel: +1 905 946 3200  
Email: [info@enghouse.com](mailto:info@enghouse.com)

### North America

Enghouse Interactive  
16605 North 28th Ave, Suite 101  
Phoenix, AZ 85053 USA

Tel: +1 833 ENG INTv  
or +1 833 364 4688  
Email: [Hello@Enghouse.com](mailto>Hello@Enghouse.com)

### APAC & ANZ

Enghouse Interactive ANZ  
Suite 703, 80 Mount St.  
North Sydney, NSW 2060 Australia

Tel: +61 3 0093 2266  
Email: [APACMarketing@enghouse.com](mailto:APACMarketing@enghouse.com)

### DACH & BENELUX

Enghouse AG  
Neumarkt 29-33  
04109 Leipzig Deutschland

Tel: +49 (0)341/41584-0  
Email: [info.cee@enghouse.com](mailto:info.cee@enghouse.com)

### EMEA

Enghouse Interactive UK, Ireland & SEMEA  
Imperium, Imperial Way  
Reading, RG2 0TD UK

Tel: +44 (0) 20 3357 3040  
Email: [marketingemea@enghouse.com](mailto:marketingemea@enghouse.com)

### Spain, Africa & CALA

Enghouse Interactive Spain - Madrid  
Orense 68, 4º  
28020, Madrid – Spain

Tel: (+34) 93 10 10 300  
Email: [presence.info@enghouse.com](mailto:presence.info@enghouse.com)

Enghouse Interactive AB  
Torggatan 15  
SE-171 54 SOLNA Sweden

Box 1078  
SE-171 22 SOLNA Sweden

Tel: +46 (0) 8 457 30 00  
Email: [infosweden@enghouse.com](mailto:infosweden@enghouse.com)



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