



WHITE PAPER: Different Mode for Different Folks

Improving Accuracy by Choosing a Multi-Mode Project Design

Introduction

When architecting a research project, a researcher not only must design a survey and identify an audience but must also determine how best to go about collecting opinions and feedback from their targeted group. Some groups are harder to reach because of limited access to the internet yet being able to reach these disparate respondents is often critical for accurate results.

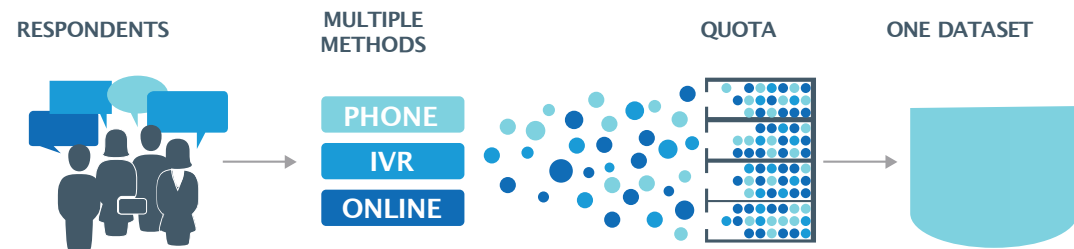
With the variety of options available at their fingertips, researchers are free to design data collection strategies that straddle modes, organizations and vendors. New innovations have driven down the costs of leveraging a multi-mode approach, regardless of your in-house capabilities. Researchers can now design their data collection strategies in a way that best fits the needs of the research, while field operations can enable data collection processes that span organizations, technologies, vendors, and geographies.

Identifying The Method

Historically, research discounts a multi-mode solution because technology optimized for each mode did not work well together. Similarly, researchers can be constrained by whatever data collection mode they have in-house, which is often online survey capabilities. If phone interviewing is outsourced, there may be a cost to redevelop the survey on the call center platform and then a cost to aggregate the data back into a single data set for analysis. However, with the advances in our technology, research data collection operations can now enable processes that span not only modes but technology, vendors and organizations.

There are five main quantitative methods in use today: in-person interview, live agent phone interview, automated non-agent interview (Interactive Voice Response), online surveys, and paper questionnaire mailed to the recipient. This white paper focuses on the phone, IVR and online data collection methodologies, and how the right combination of these methods can have a significant impact on the accuracy of your final result.

For example, phone interviewers can be in your call center, a partner's call center, or home-based, while interviewer-less surveys can be conducted online or IVR. The data collection processes can involve a single technology platform or you can build composite workflows across a mix of vendors with all the results being combined into one easy-to-manage dataset.



In practice, this means researchers can design one set of questions for the general audience type and extend the question set for particular subgroups. The result is that this single survey can now be used to gather insights with a variety of collection modes, allowing the question set to match not just the audience but the mode.

For example, when conducting research for a hotel chain to find out the types of services and amenities that appeal to guests, the survey can be first conducted via online surveys for the majority of the respondents. This is the lowest-cost method for reaching your audience.

Next, include IVR-based surveys if an important portion of your audience is over 65 or might have limited access to the internet. IVR is the next lowest-cost way to reach your respondents. The reach will be greatly extended if respondents can simply click to call an 800 number and provide their feedback.

Finally, use phone interviewers for more in-depth research with the most frequent customers or those who choose premium rooms. For this elite group, phone-based data collection gives you the opportunity to gather more detailed insights with interviewers, probe for more information and use the extended question set.

Why Include Phone?



Reach! While many organizations have moved toward online surveys to achieve their results, it is important to recognize that an online survey alone might not be enough to reach your desired audience. Although 87% of all US adults have access to the internet, quite a large number of the U.S. population over 65 does not have internet access along with roughly some percentages of rural, minority, high school graduates and lower-income groups—yet 98% can be reached by phone. If these segments matter to your research, then phone-based data collection must be considered in the mix.

Increases Accuracy with Multi-Mode

When your data collection strategy can successfully fill quotas, the insights are better. You hear from more people and can minimize the need to weigh the results. When a quota is met, you also minimize any bias from self-selection that may occur by hearing from a representative audience, not just the very happy or very unhappy. With our platform, researchers have access to timely information across collection modes, making on-the-fly decisions easy and accurate. More importantly, the platform captures all the data in one easy-to-manage data set.

Data collection strategies that embrace a multi-mode approach can enable researchers to break out of any boxes, silos or myopic approaches and enable them to field research any way they want. A recent trend is for researchers to reduce their use of phone-based data collection because managing the mix of technologies and organizations has proven difficult. However, without phones in the mix, certain demographics have suffered underrepresentation. There's no doubt that researchers should consider the strategic value of phone research to reach seniors, minorities and other vital segments. And regardless of the mode, only one survey needs to be created.

As technology barriers continue to come down, researchers no longer need to be constrained by perceived ideas of technical capabilities. Mixing modes and even mixing vendors are both more practical now than they've ever been and with our multi-mode capabilities it has never been easier or more cost-effective to include a wider variety of data collection methods.



Political Polling

During an election cycle, campaign strategists are constantly polling and modifying tactics to gauge opinion and better position their candidate or cause to win. In elections, demographics matter—age, socioeconomic level, race, and geographic location are all relevant. A variety of modes will greatly increase the likelihood of quickly satisfying the quota and learning representative opinions.

Pollsters are asked to deliver nightly input to clients and the press, and research organizations collecting opinion data must be able to attain feedback each day from exactly the quota groups requested. Only careful management of the calling strategy will achieve this outcome. Our platform enabled call centers to have the precision control to deliver timely results.

Regardless of the absolute total number of completes, a top-notch survey call center will manage production to deliver the same distribution of responses across quota categories each day—and this is easily managed with the Platform.

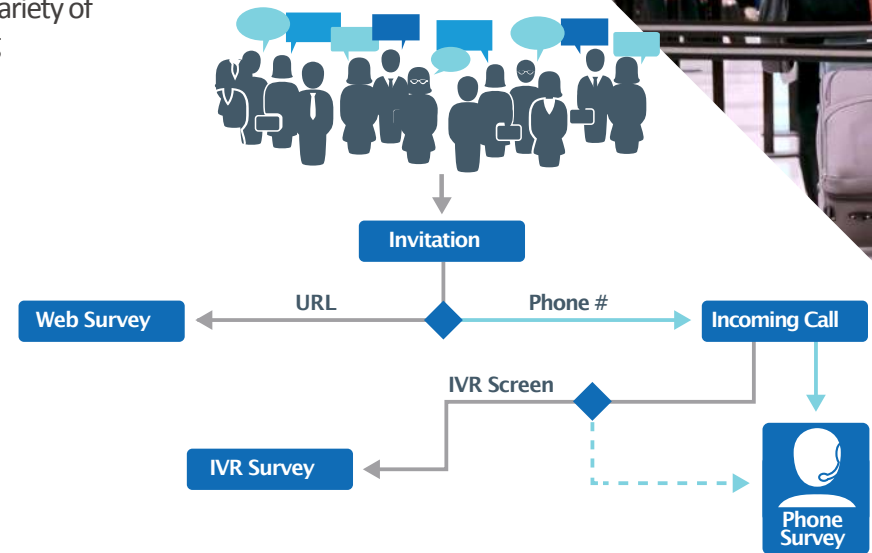
Why Not Just Online?

If you conduct all of your research online, you may not get enough quota completes in time. Once the survey is sent out, there is a significant amount of time required to wait for the results to be returned. You send out the survey and then wait for responses to come in. If the project is done with a combination of phone and web, you have greater control over the timing so that you can meet your deadline.

By taking a multi-mode approach to data collection, you can budget for your study to cover on-phone costs but begin the study online. Depending on your completion rate, you can reduce the total cost of the study by determining the interviewing hours required to complete the study and then switch to an on-phone only as needed. And you can monitor the results in real-time so project managers will know instantly if changes are required.

Regardless of how complex your quota requirements, you can use our suite to ensure your project succeeds via phone-based data collection using live interviewers (CATI), Interactive Voice Response (IVR), and web, or a combination of the three.

Multi-mode surveys enable project managers to achieve their quotas significantly faster and more cost-effectively than with a single-mode. Find out what we can do for you —learn more today!



Discover more!

Request a call today via 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

or contact us at:

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

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

DACH & BENELUX

Enghouse AG
Neumarkt 29-33
04109 Leipzig Deutschland

Tel: +49 (0)341/41584-0
Email: 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

Spain, Africa & CALA

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

Tel: (+34) 93 10 10 300
Email: 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



**Enghouse
Interactive**

Enghouseinteractive.com