



I-view

CAPI Computer Assisted Personal Interviewing

Personal Interviewing Team

Our personal interviewing team comprises over 300 trained interviewers. We have national coverage, including all state capitals and most major regional centres, to remote areas. This operational structure is led by a team of field management specialists.

I-view offers a range of face to face services including door to door, shopping centre, central location intercept, mystery shopping, audits, observational studies and centralised testing capabilities.

I-view has CAPI [Computer Assisted Personal Interviewing] capability with Smartphone hand held data entry devices used to collect data or wireless Lap tops. Using online or offline software, the need for post-interview data entry is removed. Complex routing, rotations and quota counts are computer controlled ensuring 100% accuracy in data.

Advantages of CAPI

- "real time" data
- quality validation (GPS, Time, Interviewer ID)
- voice recording for comments
- interactive visual and audio displays and prompt material for the respondent
- higher engagement and improved response rates



I-view processes include:

- Project documentation, including field team and programmer instructions, specific call regime protocols, and problem escalation procedures
- Sample management practices, including appointment follow up, refusal rate management and call result management
- Survey initiation, including exhaustive testing of the CAPI programme and call result functions
- Observation and validation of interviewing beyond our ISO20252 standards
- Output checking against specifications prior to final data delivery
- Validation of coding
- Maintaining respondent and data confidentiality
- Project review, debriefing and internal feedback procedures
- Professionally briefed in-house by qualified fieldwork managers
- Sampling is monitored and validated
- In field observation of interviewers
- Stimulus materials prepared and checked for consistency

I-view is Australia's premier data collection and dissemination agency with over 30 years experience in fieldwork, data processing and other allied services. Our reputation for integrity, reliability and quality make us the supplier of choice for researchers, government agencies and the private sector.

Partner with I-view and complete projects on time, within budget and to specification. We are committed to excellence through professional client servicing, the application of innovation and technology, together with superior project management systems.

Dedicated, experienced 'hands on' project managers have access to the entire national resource base of I-view. Our project managers are open, enthusiastic and approach each task with a commitment to the desired project outcomes, always keeping the best interests of our client, staff, and respondents in mind.



Market &
Social
Research
ISO 20252
SAI GLOBAL

QA Statement

I-view Pty Ltd was a founding member of the Interviewer Quality Control Australia (IQCA) scheme and was one of the first companies to become IQCA accredited across all areas of activity. The IQCA scheme has been replaced by ISO 20252 for Market Research which incorporates the principles of the AS4752 standard and IQCA.

I-view has accreditation to ISO 20252 for Market Research, and has a long history of applying the highest levels of quality standards. I-view's online panel, MyView is accredited to QSOAP (Quality Standard for Online Access Panels) Best Practice Standard by AMSRO. I-view is one of the first companies in Australia to achieve this accreditation. I-view supports the Your Views Count initiative, designed to support both the general public and the research industry in making sure that the public is fully informed about the importance of participating in research, and is able to differentiate between genuine research and telemarketing.



SERVICES INCLUDE:

- Project design and operational consulting
- Telephone services – CATI (inbound, LOTE, auto-dialling, monitoring facilities)
- Face-to-face interviewing including in home, mall intercept, centralised testing, CAPI and executive interviewing
- Data collection via web or e-mail
- Audits and observational studies, including mystery shopping
- Recruitment for qualitative or quantitative research
- Online Panel (MyView and Custom Panels)
- Online Omnibus
- Coding and key entry
- Mail management / letter-shop services
- Data delivery in a range of electronic formats, report ready tables and charts
- Statistical analysis and modelling
- Data mining, database creation and maintenance.

For more information about CAPI, please contact your local I-view office:
Sydney 02 9333 6500 ▪ Melbourne 03 9940 7700 ▪ Brisbane 07 3016 7600