



CATI Computer Assisted Telephone Interviewing

Telephone Interviewing Team

I-view conducts over 300,000 hours of telephone interviewing every year across Australia and Internationally, with 150 CATI stations in Melbourne, Sydney and Brisbane and our large resource pool of over 450 trained interviewers and 30 telephone supervisors.

I-view believes that a thorough briefing for all interviewers and supervisors working on a project is fundamental to its success. A significant proportion of training time is spent on response maximisation techniques, so interviewers gain confidence, spontaneity and can build rapport with respondents. Interviewers are trained to respond with knowledge and conviction regarding the individual survey purpose, with assurance and sensitivity to the needs of the respondent group.

I-view processes include:

- Computer controlled sequencing within the questionnaire script
- Range and logic checks are incorporated within the software
- Four stage CATI programme checking procedures, to ensure absolute programme integrity
- Business and residential telephone sampling capability, using residential & business listings or Random Digit Dialling methodologies
- Computer controlled call scheduling, designed to maximise sample yield in the most efficient manner
- Tailoring of call scheduling algorithms and flexible approach to field team rostering to meet project needs
- Audio and visual monitoring of interviews, using comfortable purpose-built listening facilities, or by remote
- Call and incidence data, frequency counts, and responses to open-ended questions available throughout the project, and regular progress reporting tailored to project information requirements
- Inbound, outbound and international calling capacity
- Specialist teams for recruitment for qualitative research, and business-to-business, government/social research, financial, health sector and technical projects
- Languages other than English (LOTE) interviewing capability.

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 CATI, please contact your local I-view office:

Sydney 02 9333 6500 ▪ Melbourne 03 9940 7700 ▪ Brisbane 07 3016 7600