



I-view

ONLINE

Interactive Interviewing Services

I-view offers online web capability with trained, full time staff providing programming and sample management. Web based surveys offer greater flexibility to create simple or complex surveys with skip patterns, randomisations, grid-style rating questions, and conjoint-analysis such as discrete choice and paired-choice designs. I-view offers Interactive interviewing methodologies where respondents are invited (linked) to go to a specific URL address hosted by I-view to complete the survey.

Respondents sampled from:

- **Customer List Supplied** – e-mail addresses from client list
- **Random Sampling** – purchasing e-mail list sample
- **MyView Panel members** – pre-stratified and compliant respondents, using a double opt-in recruitment process, QSOAP accredited panels
- **Custom Panels** – recruited for a specific purpose or client use
- **Recruitment from web page** – targeted website Intercepts.

Hybrid designs can be used to complement online research:

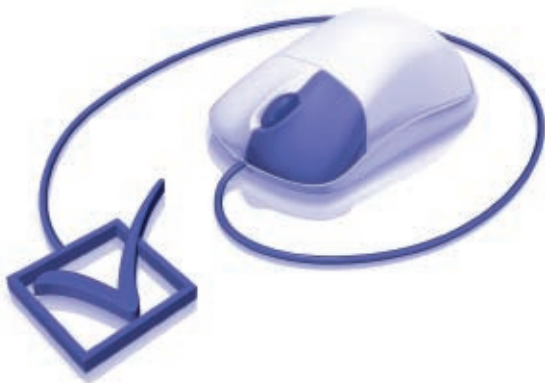
- Phone recruit to collect e-mail address to send invitation to online survey
- Face to Face recruit to collect e-mail address to send invitation to online survey
- E-mail invitation to qualify and recruit respondents to participate in face to face, telephone or qualitative research
- Postal invitation to URL to complete survey online.

Benefits of online data collection

- Faster results
- Reduced cost
- Multimedia capabilities
- Advertising testing online
- Realistic, virtual environments
- Animation
- Global consistency
- Obtaining large sample sizes relatively inexpensively
- New measures that enhance understanding of consumers, such as response times for decision-making
- High-speed access makes it possible for respondents to download larger files more quickly
- Advanced questionnaire design.

The availability of high-speed access makes the Internet a more flexible, sophisticated data collection tool.

The online survey programme can measure respondent's engagement with the survey. We can do real time cleaning of respondents who skim, offer illogical or inconsistent answers or do not complete questions correctly.



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 Online, please contact your local I-view office:
Sydney 02 9333 6500 ▪ Melbourne 03 9940 7700 ▪ Brisbane 07 3016 7600