

iMAD

2023

COMPUTER AIDED TELEPHONE INTERVIEWING (CATI)

iMAD's newest service offering for fast, insightful data collection with industry leading standards for quality amongst hard-to-reach audiences.



Quality in Research:

iMAD Research was founded with a commitment to bring innovative, disruptive, and flexible research solutions to the market research industry. We set out with the intent to improve the survey research experience – one project at a time. With this goal in mind, we've recently built an experienced Computer Assisted Telephone Interviewing team (CATI) to add another, more qualitative methodology, to help reach those hard-to-reach respondents around the globe. From entry-level employees to business decision-makers and niche audiences of consumers, this new research methodology allows us to engage respondents in another meaningful way to elicit actionable insights.

When to consider CATI Surveys:

CATI surveys and online surveys are both valuable data collection tools, but CATI surveys may offer a better solution in scenarios where:



Your research is focused on areas of the globe without widespread internet access and/or smart phone penetration



Among demographics that are not frequent internet users



When surveys may require a trained interviewer to explain your questions properly and fully understand and interpret the responses



When you may want to add a personal touch to your calls and establish a relationship with your respondents

Our experienced project management team can provide more information on the nuances of CATI Surveys and help you decide if this solution is the best solution to meet your research goals.

iMAD's Unique Approach to CATI Surveys:

► Quality Control

From start to finish, all aspects of the CATI Survey process are closely monitored.

- Dedicated resources complete the quality control process
 - All aspects monitored by live agents
 - Senior agents conduct call listening to verify data and recordings
 - Interviewers are immediately informed of any quality control concerns
 - In accordance with our Zero Tolerance Policy, corrective action is conducted with the live agent if necessary
 - Meticulous selection & verification of respondents
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► Interviewer Training

While we hire only experienced interviewers for our CATI staff, we ensure that each member of the iMAD Research team is provided with additional, on-the-job training during their initial probationary period.

- New hires are paired with senior employees to assist in a minimum number of projects before the probationary period ends.
 - Debrief sessions are conducted with interviewers at regular intervals throughout the life of the project to review goals and solicit feedback.
 - Interviewers are also provided with client feedback to help them continue to evolve and refine their skill.
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► Project Management

Every project begins with a consultative approach as well as detailed communication to help our team understand the scope of the research and how the results will be used. Beginning with a shared project checklist, we set clear expectations with our clients at the onset of every project and communicate frequently throughout the entire process. Having an experienced project management team allows us the ability to make recommendations while in field that may help our clients better accomplish their research goals or improve timelines. A global customer support team that is available around the clock allows us to meet these individual needs in real time.

► Reporting

iMAD Research offers custom reporting and deliverable options that are easy to comprehend and seamlessly integrate with all third party analysis programs.

Audience Highlights

DOWNLOAD OUR PANEL BOOK FOR MORE DETAILS

WORKING PROFESSIONALS

- Bankers
- Government Employees
- Lawyers
- Teachers and Professors
- Information Technology Decision Makers (ITDM's)
- Information Technology Professionals (IT Pros)
- Human Resource Decision Makers (HRDM's)
- And More

COMPANY SIZE

- Less than 10
- 11-50
- 51-100
- 101-250
- 251-500
- 501-1000
- 1001-5000
- 5000+

DEPARTMENT

- IT
- Finance
- Accounting
- Legal
- Sales
- Customer Service
- Housekeeping
- And More

INDUSTRY

- Retail
- Legal
- Aviation
- Automobile
- Government
- Manufacturing
- Food & Beverage
- Mining
- Apparel
- Construction
- Financial Services
- And More

POSITION

- C- Level
- VP level+
- Director+
- Manager+
- SMEs
- Team Leaders
- Associates

MORE

- Employment Status
- Industry (Personal)/Industry (Household)
- Job Title/ C-Level/ Owner/ Partner /President/Director/ Managers & more
- Organization Size
- Company Revenue

LET'S GET STARTED

Level Up Your Research with iMAD

Connect with us to leverage our highly experienced research team and let us help you identify the survey approach that best fits your needs. We can recommend the research methodology that will achieve your desired results, define the appropriate target audiences, pinpoint potential pitfalls to prevent delays and costly errors, and ensure your project is completed on time and on budget.



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