

Integrated CATI WAPI

Computer-Assisted Telephone Interviewing/Web-Assisted Personal Interviewing



The State of U.S. Telephone Research Today

Ever since the National Do Not Call Registry was announced, researchers have wondered how it will affect their ability to conduct research. To date, over 50 million households have signed up for the DNC. Eventually, more than 60 million households may sign up for the list. Our research shows that a large number (42%) of signatories do not understand that survey research calls are currently exempt from the list. In fact, many cannot tell the difference between a telemarketing/sales call and a survey research call.

It's clear that consumers don't want to receive unsolicited phone calls, which has caused:

- Decreasing cooperation rates
- Increasing refusal rates and call blocking
- Increasing use of wireless phones causing geographic targeting problems, and the possibility of being fined for making unsolicited calls to mobile phones due to phone number portability.

It is getting harder to conduct accurate telephone-based survey work, and this problem will not go away. It will continue to affect us in the form of higher telephone data collection costs, slower turnaround times, and increasingly unprojectable data.

Advanced technology for a seamless transition from phone to web interviewing.

Integrated CATI WAPI (ICW) is a Harris Interactive proprietary “enabling” technology that facilitates the smooth and accurate transition from phone to web interviewing. ICW is the complete integration of telephone and web survey data collection modes using a single database for sampling and a single datafile for reporting and analysis. We believe it's the most advanced technology of its kind because:

- It allows telephone interviewers to solicit a respondent's email address and immediately send them an invitation to complete the survey online – drastically reducing telephone time (and costs) for the survey.
- The respondent can then complete the online survey immediately or at a more convenient time. If the respondent does not complete the survey within a defined interval, ICW will automatically notify the telephone interviewer to conduct a call back.
- Once opted-in, the respondent can be invited to participate in future online surveys directly via email, completely bypassing the telephone process.
- It speeds the data collection process.
- It allows clients who have mixed email/phone lists to gain the advantages of both modes.

Why switch to Internet research?

- It's precise. We've conducted more Internet-based research than anybody, and know how to accurately project our data to larger populations.
- It's faster. Internet-based surveys take less time to implement and complete than traditional data collection methods.
- It's a better value. You can usually obtain a larger, richer sample for the same cost as telephone based surveys.
- It's flexible. Internet-based surveys allow the use of visuals, sound and much more complex survey design.
- It's proven. We have the experience to transition your existing phone studies to the Internet, while completely preserving its integrity and trends.

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Online research applications include:

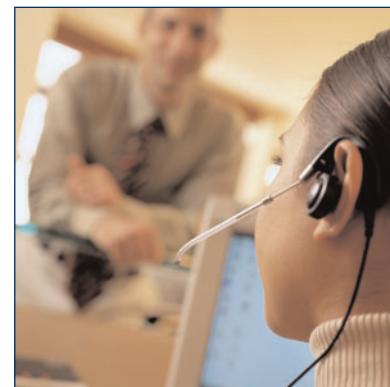
- Ad copy testing
- Advertising awareness
- Brand awareness
- Customer loyalty/satisfaction
- Product concept testing
- Product usage and behavior
- Segmentation
- Tracking studies
- Website evaluation
- Sensitive topic research
- Qualitative methodologies
- Other ad hoc research

Access your audience quickly – online.

- Target respondents easily – even low incidence segments.
- Collect data when, and where, your respondents want.
- Present videos, audio, even websites.
- Protect images for advertising and concept testing.
- Rapidly recruit respondents for product placements quickly – with reliable follow-up.
- Enable complex statistical analysis.
- Assign respondents to different paths.
- Minimize interview bias/social acceptability.

There is no better time than now, and we'd like to help.

Internet-based research accommodates respondents' busy lifestyles and is the perfect fit for today's fast-paced market place. Learn how transitioning from phone to online research can help you control costs, shape your marketing strategies, accelerate new product or service development and deliver powerful business solutions.



Contact Us

To learn more about Integrated CATI WAPI, please call: **877.919.4765** or visit our website at **www.harrisinteractive.com**



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