



Telephone fieldwork services

Centralized and international

Scope

Telephone research is conducted to measure or follow-up:

- usage and attitudes
- imagery
- satisfaction

Telephone means are also used for:

- complementary call back operations for certain face to face or product placement surveys
- for specific consumer panel purposes

Telephone research advantages are:

- relative rapidity
- geographical outreach
- cost/effectiveness
- good interview administration control

International production means

1WR telephone teams conduct interviews in many areas of world. London which is such a cosmopolitan city is used as centre for telephone interviewing in the UK, continental Europe, North America and in other areas.

From many different countries of origin, interviewers conduct interviews in their local mother tongue.

1WRField can help you:

- conduct interviews internationally
- with same controlled conditions
- across 100 countries

Using specific telephone interviewing software, teams can function 24 hours a day, 7 days a week.

Showcase: Medical satisfaction survey

Background

The objectives of this fieldwork were to monitor customer satisfaction of specific medical products in North America and in various European markets more specifically composed of:

- Lab/radiology physician;
- Specialist managers or endovascular radiology managers;
- Specialist technologists/nurses or radiologists;
- Administrators of specialist units.

Specific parts of the project are retained to protect confidentiality.

Sampling and methodology

A specialized call centre in the London area was used to set-up a team of medically aware interviewers. Training was provided by client and 1WR also using some telephone interview exercises. Set-up of this "global" team was internationally consistent, continuously followed-up and cost effective.

Telephone interviewing (CATI) on a sample of 1000 customers; quota based upon customer types.

Deliverables included data under ASCII formats and dissatisfaction verbatim text files

Project duration's

Project duration: 4 weeks.

Quality

On site by supervisor, managers and clients.

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Source: <http://www.1wr.net/field/cati.php>

Request a presentation or a quotation: enquiries@1WR.net or for further information call Alexandre Khan, 1WR Director, on + 33 6 77 84 16 81