

Integrated CATI WAPI

*Computer-Assisted Telephone Interviewing and Solutions-Based Web-Assisted Personal Interviewing**



What is the State of US 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 have 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.

Contact Us

To learn more about Integrated CATI WAPI, please call Jill Gress at 585.214.7138, toll free at 800.866.7655, ext. 7138 or email jgress@harrisinteractive.com

State-of-the-Art Technology

- Integrated mixed-mode data collection
- One survey, one set of data, one sample file
- Reduced cost, time, complexity and error

Introducing Integrated CATI WAPI (ICW), a proprietary, award-winning technology from Harris Interactive that facilitates the seamless integration of phone and Internet research. Our ICW-certified phone center network spans the US, Europe and Asia—supporting multiple locations, languages, cultures, time zones and varying Internet penetration rates—simultaneously, with one survey, one sample file and one set of data.

Advanced Technology for Mixed-Mode Data Collection.

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 data file for reporting and analysis. We believe it's the most advanced technology of its kind because:

- It offers an efficient and cost-effective means to conducting international research – addressing varied Internet penetration rates and cultural nuances that may dictate multi-modal methodologies.
- 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.

**Harris Interactive proprietary research*