

Market Research and Data Collection

KEY FEATURES:

INTEGRATED CATI

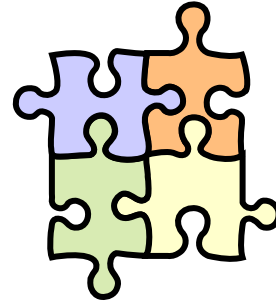
POWERFUL SCRIPTING TOOL

CALLBACKS, PERSONAL AND GENERAL

SQL, ORACLE AND GENERAL DB INTEGRATION

REAL-TIME SUPERVISION, RECORDING AND TELECOACH

FIVE DIALING MODES, INCLUDING PREDICTIVE AND BROADCAST



Whether your data needs are business-to-business or business-to-consumer, DialTek data collection and research solutions offer a wide range of features to improve the quality of your contacts – increase “Hellos”, increase productivity.

Quality through design

Combining the powerful scripting tools with the CATI (computer aided telephone interviewing) application provides complex answer forking for multi-response collections campaigns and ensures consistent quality interviewing based on your exacting specifications and needs.

Productivity

The outbound dialer has 5 different modes: predictive, progressive, preview, broadcast and search to accommodate your specific campaigns. Calls lists are easily imported, and the dialing engine qualifies and filters non productive calls (absent, wrong numbers, faxes and answering machines). The predictive dialer is based on powerful algorithm which takes into consideration: response time, average communication time and the state of the Agents; it intelligently adapts the dialing pattern based on performance to get the best possible results.

Integrate your data

Research and call data can be presented and exported in a number of formats, allowing quick imports in to third party statistical analysis programs and or a general DB for archiving or future needs. SQL and Oracle are supported natively. Document types are rich text (.rtf), Microsoft Word (.doc), Adobe Acrobat (.pdf) and Excel (.xls).

Call back management

Contacts quite often ask for a call back. In order to effectively manage call backs and appointments, DialTek provides the agents a planning calendar for the exact date and time that the client or prospect has requested. When the call back is due, the system automatically calls the client. Call backs can be done for a personal or general queue. Personal allows the Agent that spoke to the contact previously to continue the sales process. General allows a qualified agent to do the call back. Notes taken during the original call are available to both personal and general queues.

Call list management

A successful research campaign relies on the quality of the leads you provide. The built-in import utility allows you to verify the data in your list, prior to going live. Other call list management features include: verification of the telephone number format, removes and ignores all invalid numbers, removes duplicate records, can be run against your DNC for government legislation compliance or for clients that don't want to be contacted.

Supervision and reporting

Track results and manage agents in real-time; the supervisor interface offers unparalleled features and functionality. Each supervisor can customize the interface to their specific needs. The interactive toolbar allows: listen, record, coach, intrude, conference and even view the agent screen. Agents and campaign statistics are provided in table and graphical formats; reporting offers a wide array of pre-built reports. The complete statistical and reporting databases are available in the event that custom reports are needed.