



OS + IVR

Opinion Search & IVR. A Broader Survey Reach with Quick Results

The easier you make it for people to participate in a survey, the more likely they are to share their opinions. And that's exactly what IVR (Integrated Voice Response) offers.

IVR provides immediate survey access for quick, simple feedback. Use it on its own or as a complement to online, smart phone, paper or any other data collection method. And with rising cell phone penetration rates, IVR can offer researchers so much more – get instant mobile feedback on products, service, events, sponsorship, advertising and more.

responsive service, reliable results



OPINION SEARCH & IVR

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WHAT IS IVR? AND HOW DOES IT WORK?

Integrated Voice Response (IVR) is the automated voice system we hear everyday for telephone banking, checking bus & plane schedules, and navigating corporate telephone systems. For survey research, this translates into a friendly voice administering a simple, automated survey, with complete confidentiality, in the languages of your choice.

To access the survey system, customers can be transferred to it, they can dial the telephone number listed on a receipt or other invitation notice, or our integrated system can conduct out-bound automated dialling. Questions are asked and instructions provided by the automated system via the recorded voice and answers are entered using the key pad (e.g. "Press 1 for yes or 2 for no"). Open-ended comments can also be collected via recording and later transcribed, reverse translated and coded, as required.

Data is provided in the standard formats: SPSS, ASCII, Excel, etc. Results can be provided standalone or merged with similar data from online surveys, traditional telephone surveys or other data collection methods. Open-ended comments can be transcribed and coded and cross-tabulation banners can be run. And the data is available in real-time on our secure online data portal: dataCAP. IVR really is another data collection methodology that complements the services we already offer – Opinion Search truly is your one-stop-shop for data collection.

ADVANTAGES

- Immediate feedback on purchases, call centre service, events and more
- Convenient for customers and respondents to complete surveys at their preferred time and location
- Sensitive questions can be asked in complete confidence and without introducing a bias
- By fielding with IVR and online, you gain broader access for survey participation – we can survey anyone with a landline, a cell phone or a computer. By not limiting the research to one mode, you'll gain greater access to your target audience
- Mobile access and response without delay – respondents can dial in with feedback from survey notices on receipts, in newspapers, on monthly bills and more
- Excellent for in-bound and transferred calls, resulting in high response rates
- Results are available quickly, with no need to wait for shipping, data entry and tabulation
- Useful for outbound dialling on short, high qualification surveys or for conducting reminder calls
- Using short IVR surveys can result in reduced respondent fatigue and increased respondent engagement

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About Opinion Search

Opinion Search is your one stop shop for data collection. With 275 Internet enabled CATI stations, nine newly designed, modern focus group suites and Canada's premier online research panel, there is no need to look elsewhere. For online research, telephone surveys, qualitative recruiting and rooms, make Opinion Search your data collection partner.