

Computer Aided Telephonic Interview (CATI) System integrated with Call Center Technology for Market Research Agencies

CASE STUDY

Company Profile

Millward Brown with operations in North / Latin America, Western / Eastern Europe, Middle East / Africa and Asia Pacific regions is committed to provide research based consultancy services that help companies to manage their brands, drive financial growth and wealth creation for their organization. Millward Brown's key areas of focus include Brand Strategy, Creative Development, Channel Optimization and Brand Performance. Their expertise spans from communications assessment and media evaluation to brand performance monitoring and marketing accountability. Millward Brown's rich heritage allows them to combine their deep understanding of consumers with robust analysis to deliver actionable recommendations to help clients reach key business objectives.

Business Situation

Resources of Millward Brown had to walk around from one location to the other looking for ideal candidates and interview them. This procedure was becoming difficult and time consuming for the customer as at times, there was no proof or record of the interview conducted and no quality control mechanism in place to check authenticity or showcase improvement. Adding to this were high costs involved in setting up the interviews in locations where customer did not have offices.

Instant reporting mechanism was missing as the data was manually entered in to the system which was prone to errors and also resulted in discrepancies during analysis. This led Millward Brown to have a centralized system in place that would allow the interviewer to call the candidates located at different locations from a single location and also get the unbiased and accurate results and reports immediately.

Customer

Millward Brown is a globally reputed market research agency helping companies to manage their brands, drive financial growth and wealth creation for their organization.

Industry

Private

Business Situation

There was no proof/record for interviews conducted, in addition to lack of presence in multiple countries. Further, there was no proper reporting and analysis mechanism. Data was manually entered and quality control measures were missing.

Solution

Techno Brain BPO / deployed Computer Aided Telephonic Interview (CATI) System integrated with call center technology platform enabling Millward Brown to reach out to people across geographies from a single location.

Benefits

- ❖ Automated dialer enabling to reach out people across geographies from a single and centralized location
- ❖ Accurate data capture with automated call recording feature
- ❖ Instant reporting with relevant category break down
- ❖ Quality checks and robust reporting mechanism enabled
- ❖ Data security ensured

CASE STUD

Solution

Techno Brain BPO/T4T deployed Computer Aided Telephonic Interview (CATI) System integrated with call center technology platform at Millward Brown. Some of the major features of this solution include call recording, disposition reports for the calls dialed, superior quality control and excellent data security.

With the auto dialer in place, callers or interviewers were able to reach out to people across geographies from a single location and in a short span of time. The solution was equipped with latest technology and robust survey forms enabling the caller to ask right questions. With all the calls dialed being recorded, CATI system ensured in performing quality checks and reporting errors. CATI is a robust tracking mechanism which helped keep track of the target sample, analyzed data on a real-time basis and performed quality checks as well.

Benefits

- ❖ Automated dialer allowing rapid access to required audience and in a short span of time
- ❖ Reach out to people in any location from a single location
- ❖ Accurate data capture as all the calls were being recorded in the system
- ❖ Instant data analysis along with easier quality control
- ❖ Results and reports after analysis saved in the system and available for download
- ❖ Data storage and security ensured
- ❖ Caller or interviewer is free to concentrate on the interview as the routing instructions are taken care of

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