

Telephone Survey Solutions



In today's competitive environment, understanding the wants, needs and opinions of customers – or a potential new target audience – is crucial to any company's success.

You often hear that the devil is in the details, and telephone data collection is no exception. From start to finish, a process that is often considered complicated and overwhelming is made simple with Allegiance's telephone survey service. And that's because, at each level of preparation, testing and execution, we have industry experienced individuals paying attention to the details, so you don't have to.

Many companies need a telephone survey service to reach those customers who do not respond to email or visit Internet websites. You can simplify your processes and time, and reduce your expenses by using Allegiance for both your online research and your telephone research.

With over 600 computer-assisted telephone interviewing (CATI) stations, our organization is one of the largest opinion and marketing research field service firms in the United States, conducting more than three million cumulative hours of telephone interviewing.

Our eight phone centers are strategically located in the Western United States, where we can utilize the skills of interviewers who experience lower refusal rates due to their excellent training, approach, and neutral accents. These talented interviewers are backed by proactive management teams, who ensure the right data is collected and delivered efficiently and economically.

All this combined translates into us helping you discover what you need to know, in order to gain that elusive competitive edge.

Interviewers

We recruit some of this country's brightest interview candidates. They are recruited based on certain skills known to improve their effectiveness, and once hired they are required to pass a comprehensive two-day training course. This initial training is followed up with on-the-job training and frequent monitoring by experienced supervisors. We expect our interviewers to gather the information in the right way and they always deliver. Our technological capabilities allow us to handle even the largest projects quickly, accurately, and economically.

Training, Supervision and Monitoring

All of our interviewers are required to pass an initial comprehensive training program. Additionally, they receive on-going training to enhance their skills, attend project briefings to understand the unique aspects of the projects they are working on, and are monitored on a regular basis to evaluate their performance.

Our supervision ratio (1:6) ensures that interviewers complete projects according to each client's specifications. And, state-of-the-art monitoring equipment in each center allows our clients to monitor interviews and CATI screens on their respective projects. We follow these and many other processes and procedures to assure that high-quality interviews are conducted for each of our valued clients.

Sampling

A successful survey begins with the right sampling, taking into consideration both the sample profile and its size. In addition to customer lists in-house we have the capability to pull Random Digit Dial (RDD) lists and targeted samples using SNAP from Survey Sampling Incorporated (SSI). Samples can be selected based on any geographic, demographic or socio-economic variable.

Automated Dialing

At Allegiance we use multiple dialing systems to increase efficiency. Auto dialers, predictive dialers and power dialers are all options at our phone centers.

Web Surveys

We are a pioneer in online survey methodologies and technology. We have the perfect companion technology to compliment your telephone survey practices.

Coding and Tabulation

Our coding and tabulation services are professionally handled by our back-end data experts. Their experience, combined with state-of-the-art data collection and tabulation software, allows us to set up tables and cross tabs that work for you. From the onset of your project we are tuned into how the data needs to be formatted and delivered so it is easy for your organization to understand and assimilate.

Reporting data collection comes in various forms, and our standard reports often meet the needs of our clients. But when they don't, our technology-savvy personnel can support any effort by creating a custom summary in the right format to fit your needs. And, we can even set up some reports so that you receive them automatically.

A Comprehensive Solution

The Allegiance Engage Platform is more than just a survey tool. It is a comprehensive center for all of your customer feedback. As an Enterprise Feedback Management system, you have the single vendor solution that combines your inbound feedback, your customer and employee loyalty measurements, your web-based survey data, and with our Telephone Survey Service you can now have the voice of your non-technical customers available online as well.

For more information and for pricing contact Allegiance Sales at 801.617.8000 or sales@allegiance.com.