

MARKET RESEARCH

List Cleaner

InVADE List Cleaner is an application running on your InVADE dialler. It is designed to increase agent talk time, by improving your survey's list quality.

List quality is becoming a difficult issue because of high churn of telephone numbers, opt out lists, or poor record keeping by national operators in developing markets.

As a result of poor list quality, the wait time between live calls increases, and productivity goes down.

Many companies look to 'predictive dialling' as a solution to this problem. However this is not the only strategy, nor is it necessarily always ideal.

For some clients the cost of implementing Predictive Dialling can be high - extra software licenses, and additional trunk facilities to accommodate over-dialling.

However predictive dialling delivers the best results under optimal survey conditions – high volume of short interviews of a constant length. These conditions may only apply to a fraction of your research business.

InVADE's List Cleaning application offers an alternative strategy. By 'cleaning' your list, prior to commencing the survey, you will encounter fewer bad numbers, and improve 'live call' rate.

In a 'progressive' dialling environment this will reduce Interviewer wait time, and improve productivity, without the requirement to upgrade to predictive dialling.

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Features List

Fully Automatic

Once set up the List Cleaning operates without human intervention.

Multiple lists can be cleaned simultaneously.

Speed

A test on a list of national and international numbers showed cleaning rate of approx. 1000 numbers per hour on a single trunk line. List Cleaner dials a number and interprets the digital signalling from the telephone network to determine whether the number is 'good'.

The application then immediately terminates the call, with the objective that this should occur before the Respondents telephone is rung.

Contact your account manager to discuss our test results.

Deployment

The List Cleaner runs on your existing InVADE platform, and is easily deployed as remote upgrade.

Out of Hours Scheduling

List Cleaning is fully automatic, it can therefore be scheduled to run 'out of hours' when the call centre is idle.

Effective Trunk Utilization

Using the List Cleaner 'out of hours' means that you do not require additional trunk resources.

List cleaning can also run in parallel to normal CATI operations, if you have spare trunk capacity to do so.

Sample Answers provide global sampling service to market and social researchers, covering general consumer or business samples, through to highly targeted groups of individuals worldwide.

'We've been using InVADE list cleaner application almost every day for 3 years. It has proven itself a reliable and invaluable tool'

Mark Dent, Managing Director, Sample Answers UK.