

*Predictive dialling
capability for your
CATI operations*

• driven by
invade

PREDICTIVE DIALLING

InVADE predictive intelligence is a software enhancement to your InVADE dialler. It complements the existing dialler features, and pushes productivity to the furthest limits, whilst ensuring tight control over survey performance.

It is true that predictive diallers have suffered a bad reputation. In the past, their simplistic design provided a poor quality experience, frequent complaints of nuisance calls and, consequentially, regulation to control their misuse.

However drawing on our many years experience of the market research industry, InVADE has developed a solution tailored to your requirements. InVADE Predictive Intelligence enables you to fine-tune your performance so that you can achieve significant productivity improvement, deliver a quality service, and manage regulatory compliance.

Control

Predictive dialling delivers it's best performance under particular circumstances.

These typically include:

- Low list quality
- Short high volume 'Vox Pop' surveys
- Consistent interview length
- Large number of interviewers

However, all surveys are different! As a result your use of predictive dialling must vary according to your portfolio of survey work. InVADE Predictive Intelligence can handle multiple surveys simultaneously and achieve optimal performance for each unique set of circumstances.

You may not require predictive dialling for all your telephone research. InVADE solution allows you to nominate the dial mode (preview, progressive, predictive, over-dialling) which is most appropriate to each individual survey.

Intelligent Dialling Algorithm

Dialling conditions also vary during the course of a single survey. For example towards the end of a survey, fewer interviewers try to squeeze quota from an exhausted sample. In these circumstances you do not want to introduce response bias or waste sample, by generating too many abandoned calls.

InVADE pacing algorithm constantly adjusts the over-dial rate to deliver optimum performance, throughout the survey.

Intelligent Dialling Algorithm

- Set your budget of allowable nuisance calls
- InVADE dynamically varies the over-dial rate, in order to meet this budget precisely:
 - Exceeding the budget risks harsh penalties, from your regulatory authority.
 - However failure to use the budget in full does not offer optimal productivity.

Better Work Distribution

With simplistic forms of over-dialling the wait times will rise dramatically once the nuisance call allowance has been hit. Talk times will then stay low, until the ratio of nuisance calls has fallen back below an acceptable level, and the over-dialling kicks in once again. In an incentive driven environment, this hits interviewers bonuses very hard. InVADE pacing algorithm avoids this problem, providing a far smoother work distribution.

Comprehensive Reporting

Diallerview management console allows you to measure and fine-tune performance in real-time.

- Monitor talk time per interviewer, per survey
- Adjust dialling parameters and dialling mode
- Track historical performance

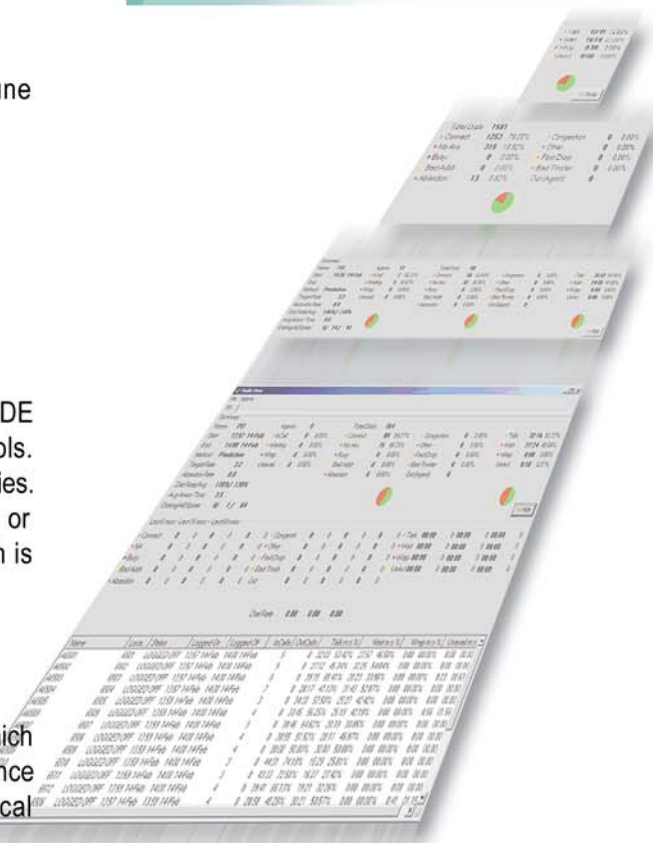
Complete Integration

InVADE Predictive Intelligence is thoroughly integrated within the InVADE dialler, allowing seamless control via common suite of management tools. All data is written to a common database, providing rich reporting possibilities. Feature transparency is assured whether you dial in Preview, Progressive, or Predictive mode. The upgrade process to an existing InVADE system is simple and performed remotely via VPN.

Regulatory Compliance

In many countries, regulation is being introduced to punish companies which generate high abandoned call rates. InVADE policy is to afford compliance with all regulatory regimes, and our dialler is configurable to meet local silent call regulations.

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TNS
Middle East

“Implementing the InVADE dialler with Predictive Intelligence, has had an immediate impact on our profitability. We are completing twice as much work, with the same number of interviewers.”

Russo Dordi, Regional IT Manager, TNS Middle East

Invade International Limited
195 North Street
Leeds
LS7 2AA
United Kingdom

Sales: David Totten
T: 0845 121 0090
T: +44 (0) 113 222 6989
T: +44 (0) 777 153 1471
E: team@invade.net
W: www.invade.net

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