



Integrated telephony solutions for your CATI operations

Mere seconds lost between interviews, multiplied throughout a survey, will hit your bottom line hard. Maximise the potential of your CATI operations by integrating InVADE, the leading independent dialler solution for Market Research companies. InVADE consistently delivers peak performance for your surveys with any dialling mode.

With over 10 years market experience, InVADE has been delivering a scaleable telephony software platform to businesses of all sizes, including some of the world's largest and best known market research companies.

InVADE integrates with leading CATI software solutions to deliver automated dialling under the control of your CATI software and seamless management control. Increased talk time will dramatically improve your throughput of completed interviews and lead directly to higher revenue generation, whilst keeping your costs to



a minimum and a rapid return on investment.

InVADE also affords access to enhanced script controlled advanced features thereby providing comprehensive outbound dialling and recording solutions.

In line with the growing commitment towards open source PBX's, InVADE's solutions now integrate with Asterisk. Asterisk is by far the most widely used open source PBX, and dominates with more than 85% share of the open source market.

TELDER B.V.
Netherlands

"InVADE has enabled us to work smarter and increase the productivity of our interviewers, whilst giving us direct control over all our resources, whether office based or at a remote location. Backed up with steadfast reliability, the decision to invest in the InVADE system has proven unequivocally to be the right choice for us." **Bert Buitenkamp, Director, Telder B.V.**

Drive productivity with InVADE



Integration with your CATI system...

InVADE is designed to meet the demands of sophisticated CTI (Computer Telephony Integration) projects. We have preconfigured packs for popular CATI systems and the tools and knowledge to integrate with many more.

There are many advantages of integrating InVADE with your CATI system

- Automated dialling under the control of your CATI software will increase performance compared to manual dialling
- Invoke enhanced features through your scripting software
- Improve performance measurement and control with InVADE control panels

To the typical user, InVADE works invisibly behind your familiar CATI applications, ensuring higher user acceptance and easy implementation.

Cost of ownership...

InVADE software can be flexibly configured to optimize your investment. There is no need to replace your existing phone system, if you have one, as InVADE integrates seamlessly with all digital and IP PBX's. If you do not already have a phone system, however, InVADE works as a stand-alone dialer.

InVADE runs in a familiar Windows or Linux server environment. When you adopt InVADE you can leverage your existing investments in infrastructure and training, and optimize ongoing operating expense.

Automated Call Recording and Playback...

InVADE delivers powerful voice processing capabilities using the digital signaling (DSP) technology.

Script controlled call recording allows you to play audio to respondents, and capture open-ended responses, to provide your coders with richer information.

Centralised call recording provides an indispensable quality management tool and aid to interviewer training. Using InVADE optional Call Recording Utility, you can set up a profile to automatically select which interviews to record according to survey, station, or interviewer. Saving and retrieving is easy using configurable naming conventions, which clearly indentify the file you are after.

Due to InVADE's server based architecture it is as simple to record and monitor a home-based employee as it is an office based one.

Distributed Interviewing...

InVADE supports distributed interviewing, where this feature is provided by your CATI system. For the larger business with multiple interviewing centres, this optimizes the allocation of interviewers to surveys, and allows large projects to be completed quickly. For the smaller business InVADE provides the flexibility to grow capacity rapidly beyond the existing premises, using home-based interviewers. InVADE's Dialler Console, provides a graphical and statistical performance analysis to monitor interviewers performance and status wherever they may be.



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FEATURES at a Glance...

Automated Dialling

- Preview, progressive and predictive modes
- Call result detection
- Multiple simultaneous surveys

Advanced Audio

- Record verbatim responses
- Play audio to respondents
- Record training sessions

Management Control

- Comprehensive reporting
- Cost control
- Monitor live interviews

Fast Deployment

- No disruption
- Full on-site training
- Turnkey implementation

Flexible Working

- Home based interviewing
- Run surveys across multiple locations
- Hot desking

