logit

CATI

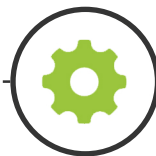## QUALITY OVERVIEW

The Logit Group offers a complete range of telephone data collection services, providing you with access to B2B, B2C and hard to reach audiences.

QC OVERVIEW

Logit believes that the quality of data collected is paramount to our business. To ensure quality meets or exceeds our customers' expectations as well as industry standards, we have adopted a two-pronged approach.

INTERNAL/ TRAINING

At the outset of each project, supervisors and interviewers are provided with extensive, customized project-specific training. This includes industry and customer context information, a comprehensive review of the questionnaire including specific terminology, acronyms and pronunciations, as well as background information on the project goals and objectives.

Once the briefing is completed, interviewers will practice with the interviewing script, carrying out mock interviews with one another as well as the supervisors. Following this, a pretest is conducted with a small number of interviews, to test the "real world" readiness of the questionnaire. Finally, a full deployment is initiated and the study is carried out.

Throughout the fielding period, interviewers and supervisors work hand-in-hand to ensure that any misunderstandings are corrected, ambiguities in questions are brought to the attention of project management staff, and the interviews are conducted in a standard fashion. With a supervisory ratio of 1:15, our interviewing staff has ready access to supervisors, who can keep careful watch over the project.

EXTERNAL/ AUDIT

In addition to the hands-on training and supervision provided in the call centers, all projects are subject to an intensive, blind external audit process. The process is as follows:

- Interviewers' calls are recorded locally and uploaded to a central repository
- Interview transcripts are generated
- A list of recorded interviews to be audited, to ensure 5% of a study's recordings are covered.
- QC Analysts compare interviewer transcripts with the recorded interview

EXTERNAL/ AUDIT (cont.)

- The entire interview is scored by QC Analysts on web-based score sheet
- Feedback on the interview is recorded by QC Analysts if required
- Interviewers are given access to review electronic and recorded feedback
- Supervisors in the call centers receive "red alerts" for interviewers who are struggling or have violated a standard
- Feedback is also escalated to the Training Team, local QC and/or HR, and results are reviewed holistically with interviewer during on-going coaching sessions
- Alerts may be sent to the project manager if there are any project concerns

SUPERVISION & MONITORING

Supervisors and managers have access to a variety of tools to assist in monitoring and supervising all call center agents. Performance and production reports are run on a daily (or more frequent) basis, and are used for trouble-shooting, problem identification and correction. Specific areas of focus on monitoring and auditing are:

- Proper introduction
- Screens correctly
- Terms calls properly
- Accuracy of Data/Records inquiries and responses properly
- Listens and controls the conversation
- Technique and Delivery
- Maintains courtesy and professionalism
- Listening skills
- Uses appropriate pacing, inflection, and correct pronunciation
- Closes call correctly

AGENT TRAINING

Training for both agents and supervisors is a top priority at Logit. The interviewer training program for agents consists of:

- Two days of classroom instruction, covering company and industry background, customer service techniques, and MR/software training. The sessions include interactive learning techniques, to build basic skills, such as data accuracy and respondent interaction skills.

AGENT TRAINING (cont.)

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• A 12-week on-the-job training program encourages growth, develops skills already learned, and measures productivity improvement at each stage. New interviewers are closely monitored and work in teams with supervisors and more experienced agents to assist in development and in monitoring progress.

• Formal project briefings occur in all cases, before a new project goes into field.

• Role-playing, taping, coaching, monitoring, and mentoring are part of the on-going development process.

MEMBERSHIPS & CERTIFICATIONS

Logit is a member in good standing with the Insights Association (USA) and ESOMAR, the world association of market research organizations.

insights
ASSOCIATION
COMPANY MEMBER

ESOMAR WORLD RESEARCH
ESOMAR
MEMBER

Logit can help you on your next project.

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