

> Expand Your Reach: Mastering Multi-Modal Survey Research

Jane Hendricks
Product Marketing, SPSS Inc.

Mike Burrell
Sr. Manager, Sales Engineering, SPSS Inc.



> Common Questions

1. Will I be able to get copies of the slides after the event?
2. Is this web seminar being recorded so I or others can view it after the fact?
3. Can I ask questions during this event?

> Common Questions

1. Will I be able to get copies of the slides after the event?

Yes

2. Is this web seminar being recorded so I or others can view it after the fact?

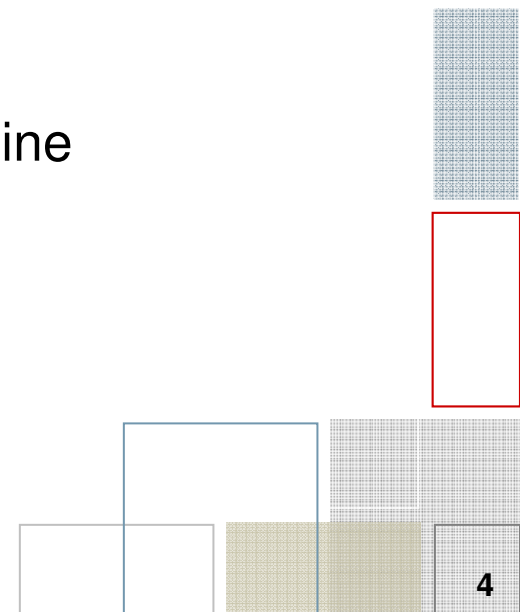
Yes

3. Can I ask questions during this event?

Yes

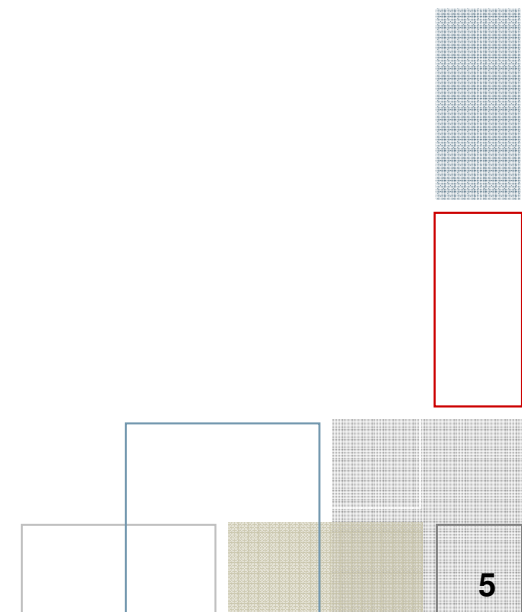
> Agenda

- Multi-Modal Survey Research: Definition
- Importance of Multi-Modal Research
- Process Considerations
- Technical Considerations
- Demonstration
 - Creating and deploying the survey
 - Conducting a multi-modal survey in phone and online environment
 - Respondent and project management
- Question and Answer



> Multi-Modal: A Definition

- A survey that is administered in multiple research modes; for example, web-based and phone-based, web-based and paper-based, etc.



> Challenges in Reaching the Right Audience

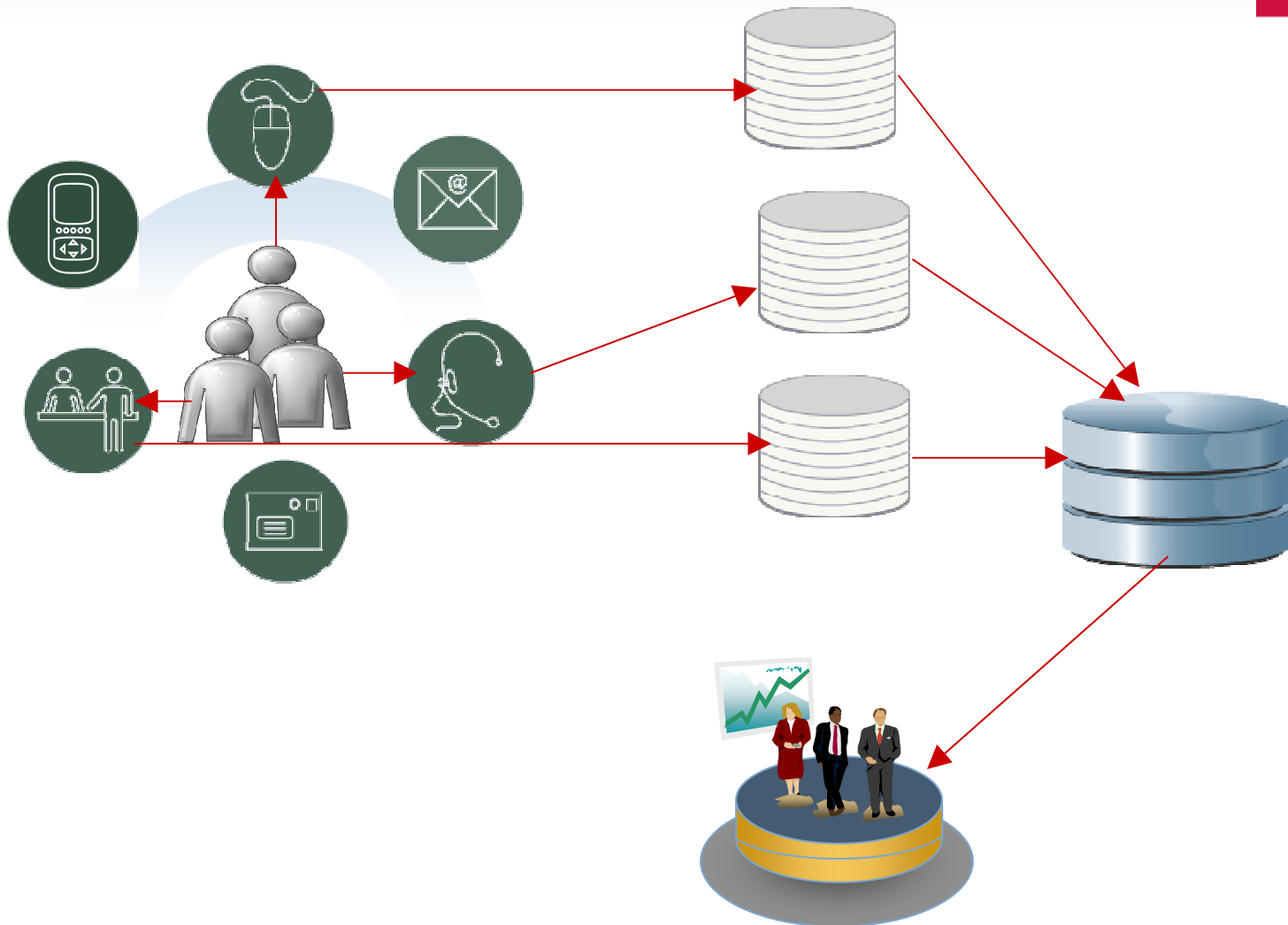
Channel (Mode)	Benefit	Drawback
Phone Interviews	➤ Better quality research ➤ Targeted reach for more representative results	➤ Costly and labor intensive ➤ Takes too long
Online Interview	➤ Quicker and typically cheaper ➤ Variety of low-end technologies	➤ Response rates fairly low and declining ➤ Quality questionable

> Multi-Modal Benefits

- Increased response rates, reduced non-response error
 - Multi-phase approaches have proven effective
 - e.g. media studies with large, burdensome booklets
- Improved sample coverage
 - Hard to reach demographics
 - Cell phone only households
- Respondent centric
 - Offer participants choices in how and when to complete
 - E.g. customer research, where respondents are highly valued
- Research spanning intercontinental boundaries
 - Mode dependent on local infrastructure and customs
- Reducing cost
 - Balance increased admin vs. reduced interviewing cost

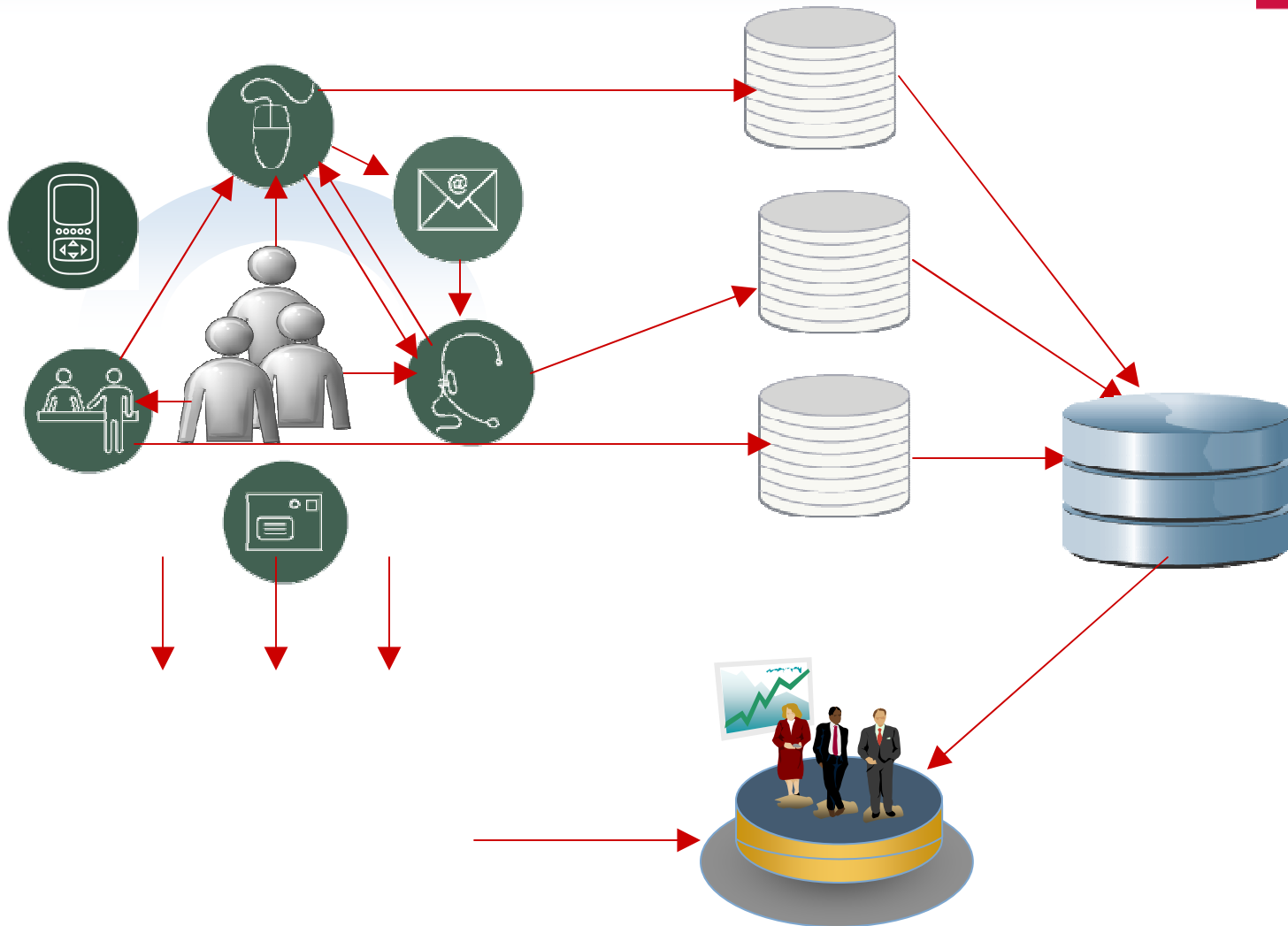
> Traditional Research

SPSS

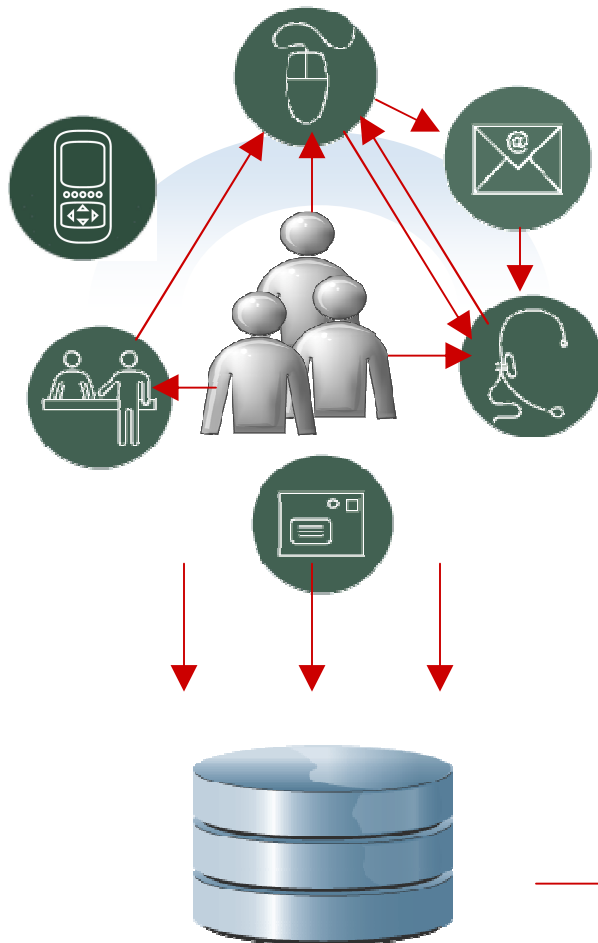


> Modern Research

SPSS



> Modern Research



- Key Impacts
 - Respondent driven
 - Fluid
 - No data silos
 - Real-time results

> What Does Multi-Modality Affect?

SPSS



All Phases of Research Lifecycle



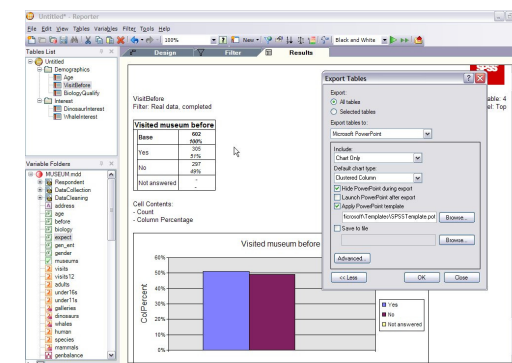
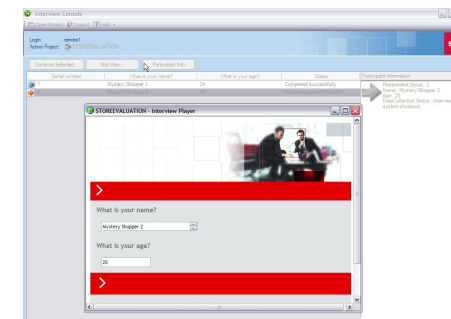
- 

インターネットと
この世の中に
のうに特有な
な要素とを
とることが
あるた
らうか。

次に項目の中で、関心のあるものを比べてみる。

ここで選択する項目によって文字表示や機能が見えます。文字表示を見たい人はすべての項目を選択してください。

 - ☐ インターネット買物のニーズはどのくらい
 - ☐ 顧客サービスの重要性は
 - ☐ 店舗の広さはどのくらい
 - ☐ 業界の将来の成長需要に対する対応
 - ☐ オンラインにはないリアル店舗での体験へのアクセス
 - ☐ さまざまなサンプル
 - ☐ 店舗のサービスはどのくらい顧客のニーズ
 - ☐ 店舗サービスの提供範囲の拡大でウェブのサービスはどのくらい



Multi-modal, multi-lingual survey authoring



> One Survey, All Respondents

SPSS

Choose the language for the rest of the interview.

English
Spanish

Welcome to our survey that investigates your use of mobile phones. We appreciate your feedback.

Next

Online

Call outcomes

- Answered
- Answering machine
- Appointments
- Busy
- Call phone
- Call busy
- Connected
- Fast busy
- File
- Language barrier
- Language not
- Network busy
- No answer
- Not available
- Refused
- Transfer to web
- Wrong number

Introduction to Survey

Good morning/afternoon,

My name is 36, I am calling on behalf of UIMobile.

Would you mind answering a few questions on your recent shopping experience? (It will take around 5 minutes.)

For quality assurance, this phone call may be monitored and recorded. Is this acceptable to you?

By Phone

UIMobile Interview Player

Do you have a mobile phone?

☐ Yes
☐ No

How satisfied are you with your shopping experience today?

1 2 3 4 5 6 7 8 9 10

Next

In Person

Mobile Usage Survey

Welcome to our survey that investigates your use of mobile phones. We appreciate your feedback.

Q1 How old are you?
Enter a number

Q2 Gender
Select one answer only.
Male ☐ Female ☐

Q3 In which of the following locations do you live?
Select one or more.

Location	Response
France	☐
Spain	☐
Germany	☐
Austria	☐
United Kingdom	☐
Italy	☐
Sweden	☐
Turkey	☐
Switzerland	☐
Czech Republic	☐
Hungary	☐
Denmark	☐
Netherlands	☐
Belgium	☐
Poland	☐
Portugal	☐
Greece	☐
Finland	☐

On Paper

UIMobile - Author

File Edit View Insert Group Tools Help

Insert Question Insert Routing Item Question English (United States)

Times New Roman 3 (12 pt)

Design

1 Welcome

Welcome to our survey that investigates your use of

2 Age

How old are you?

3 Gender

Gender

Responses

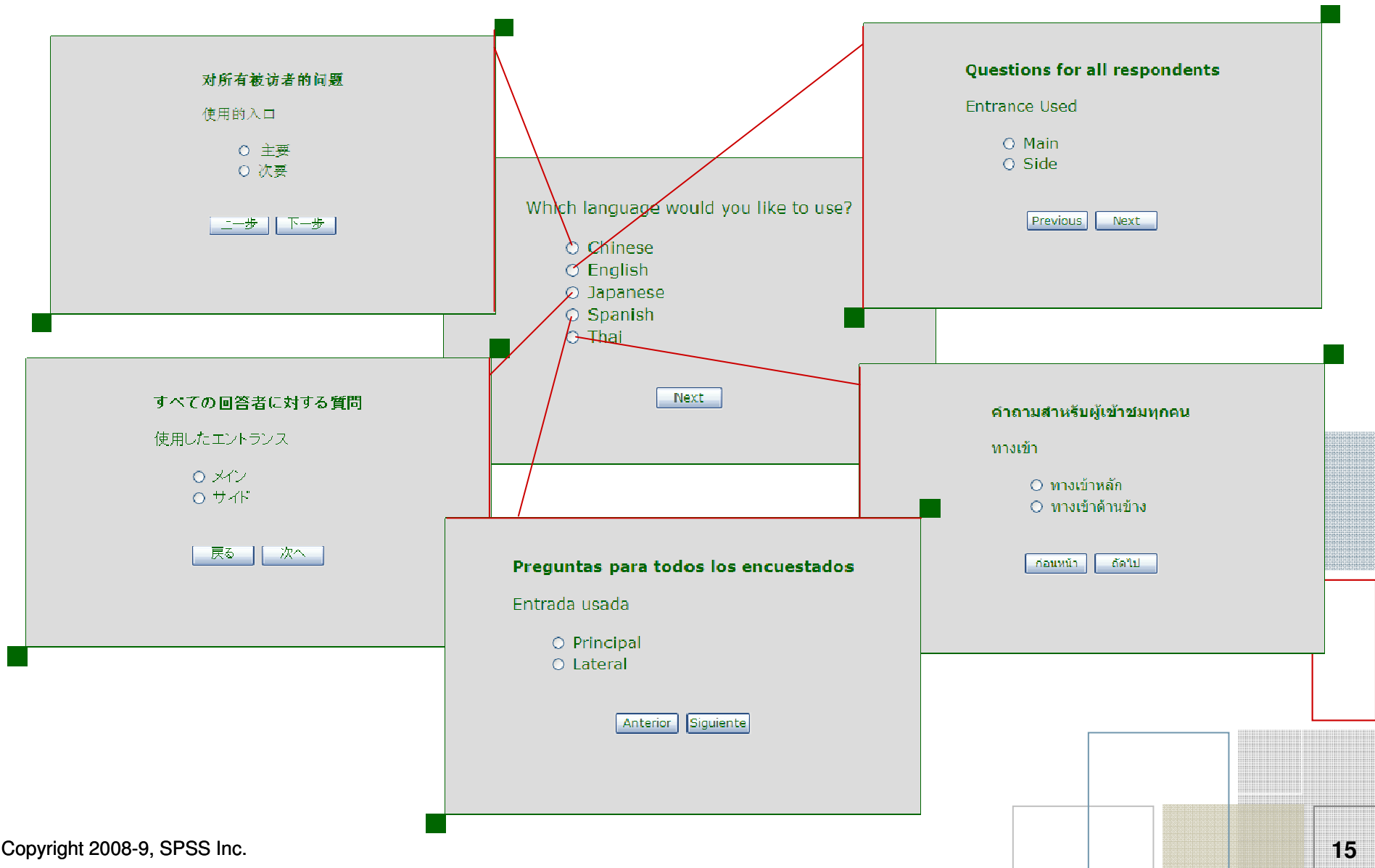
Male

Female

> Multilingual Capabilities

One Survey, 100s of Languages

SPSS



Single point of collection for
all modes



Phone Participants - Windows Internet Explorer

←

→

▼

http://mrcons03/SPSSMR/CatInt/frameset.aspx?hash=12:32:25.4492958

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Live Search

FileEditViewFavoritesToolsHelp

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Phone Participants

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Dimensions



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Call Outcomes

Abandoned

Answering machine

Appointment

Business

Busy

Cell phone

Dialer busy

Disconnected

Fast busy

Fax

Language barrier

Language recall

Network busy

No answer

Not available

Refused

Rejected

Transfer to web

Wrong number

Id

ID5

PhoneNumber

+n (nnn) nnn-nnnn

edit

PreviousQueue

ACTIVE

Comments

edit

Project

UIMobile

Contact agrees to be monitored?

☒ Yes

☐ No

Introduction to Survey

Dial number and select Call Outcome from the list on the left.

+n (nnn) nnn-nnnn

Good morning/afternoon,

My name is Jill, I am calling on behalf of UIMobile.

Would you mind answering a few questions on your recent shopping experience?

It will take around 5 minutes.

For quality assurance, this phone call may be monitored and recorded. Is this acceptable to you?

Phone Participants - Windows Internet Explorer

http://mrcons03/SPSSMR/CatInt/frameset.aspx?hash=12:32:25.4492958

File Edit View Favorites Tools Help

Phone Participants

Dimensions

Id ID5 PhoneNumber +n (nnn) nnn-nnnn edit PreviousQueue ACTIVE

Comments edit Project UIMobile

Call Outcomes

Abandoned
Appointment
Transfer to web

ASK: How old are you? [RECORD NUMBER]

34

[DO NOT ASK] Identify and Record Gender

(1) Male
(2) Female

2

Next Stop

Phone Participants - Windows Internet Explorer

http://mrcons03/SPSSMR/CatInt/frameset.aspx?hash=12:32:25.4492958

File Edit View Favorites Tools Help

Phone Participants

Dimensions

Id ID5 PhoneNumber +n (nnn) nnn-nnnn edit PreviousQueue ACTIVE

Comments edit Project UIMobile

Call Outcomes

Abandoned
Appointment
Transfer to well

In which of the following locations do you live?

- (01) France
- (02) Spain
- (03) Germany
- (04) Austria
- (05) United Kingdom
- (06) Italy
- (07) Greece
- (08) Turkey
- (09) Switzerland
- (10) Czech Republic
- (11) Hungary
- (12) Chicago
- (13) Minneapolis
- (14) St. Louis
- (15) New York
- (16) Miami
- (17) San Francisco
- (18) Los Angeles



Choose the language for the rest of the interview.

- ☐ English
- ☐ Spanish

In which of the following locations do you live?

- ☐ France
- ☐ Spain
- ☐ Germany
- ☐ Austria
- ☐ United Kingdom
- ☐ Italy
- ☐ Greece
- ☐ Turkey
- ☐ Switzerland
- ☐ Czech Republic
- ☐ Hungary
- ☐ Chicago
- ☐ Minneapolis
- ☐ St. Louis
- ☐ New York
- ☐ Miami

> Managed In-Person Interviews

The screenshot displays the SPSS Managed In-Person Interviews interface. At the top, there are buttons for 'Start New...' and 'Participant Info'. Below these is a 'Participant Information' window. The main area is titled 'Open Project' and shows a login field with 'dpmadmin' and a prompt to 'Choose a project from the list below:'. There are two project cards: 'In Store Evaluation' (0 completed, 0 suspended) and 'In-Store Product Survey' (3 completed, 0 suspended). A callout box labeled 'Project Selection' points to the 'In-Store Product Survey' card. Below the project cards is a table of cases. A callout box labeled 'Case Selection' points to the table. A third callout box labeled 'Intelligent synchronization in background' points to the bottom of the table. The table has columns for case number, status, date, region, and duration. The bottom of the screen shows a taskbar with various icons and the time '11:42 AM'.

Project Selection

Case Number	Status	Date	Region	Duration	
54	Completed successf	Q1, 2008	North America	Sales	2+ years
55	Completed successf	Q1, 2008	North America	Sales	2+ years
56	Completed successf	Q1, 2008	North America	Sales	1-2 years
57	Completed successf	Q1, 2008	North America	Sales	2+ years
58	Completed successf	Q1, 2008	North America	Sales	1-2 years
59	Completed successf	Q1, 2008	North America	Pre-Sales	0-6 months
60	Completed successf	Q1, 2008	North America	Sales	2+ years
61	Completed successf	Q1, 2008	North America	Sales	0-6 months
62	Completed successf	Q1, 2008	North America	Sales	2+ years
63	Completed successf	Q1, 2008	North America	Sales	2+ years
64	Completed successf	Q1, 2008	North America	Sales	2+ years
65	Completed successf	Q1, 2008	North America	Sales	2+ years
66	Completed successf	Q1, 2008	North America	Sales	2+ years
67	Stopped by res		North America		

Case Selection

Intelligent synchronization in background

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> Managed In-Person Interviews

QSUFEEDBACK - Interview Player

Sales Team

[1] Commercial
[2] Public Sector
[3] Higher Education

Previous Next Stop

Data Entry View

UIMOBILE - Interview Player

Do you have a mobile phone?

☐ Yes
☐ No

How satisfied are you with your shopping experience today?

☐  ☐  ☐  ☐  ☐ 

Next

Graphical, Interactive View

From survey to insight with a central, secure framework

A person in a light blue shirt is pointing at a computer monitor. The monitor displays a financial dashboard with a large data table, a 3D bar chart, and a pie chart. The person is holding a document titled 'INVESTMENTS'. The background is a blurred office setting.

http://mrcons03/SPSSMR/DimensionNet/default2.aspx?hash=12:29:04.1090934&proj=UIMOBILE

Edit View Favorites Tools Help

SPSS DimensionNet

Tools | Reports | Phone | Options | Help

User: dpmadmin
Site: Site

Project Management Tools

Design

- [Build](#)
Create or modify your survey
- [View Survey Link](#)
Preview and test the survey

Manage

- [Launch](#)
Go live with the survey
- [Promote Project](#)
Launch project to alternate site
- [Participants](#)
Upload database information about your survey participants
- [Participant Rules](#)
Script how participants access your survey
- [Email](#)
Invite participants to take your survey
- [Phone Surveys](#)
Manage telephone-based interviewing
- [Review Interviews](#)
Review Dimensions interviews
- [Files](#)
Share files with your colleagues
- [Remote Manager](#)
View interview synchronization status information

Data Collection

- [Phone Participants](#)
Telephone respondents to participate in a survey
- [Export Data](#)
Download the latest survey data to your desktop

Reports

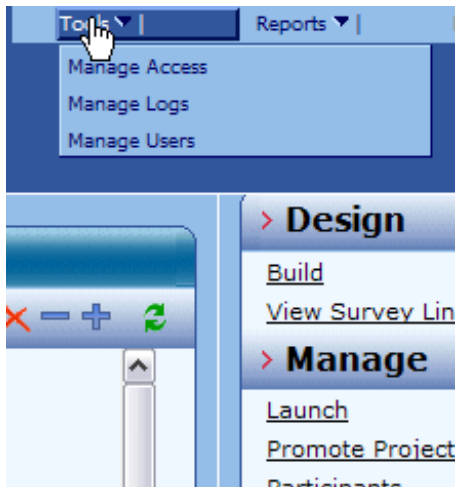
- [Survey Results](#)
View summary results of your survey
- [Status](#)
View how many participants have completed this survey
- [Phone](#)
View information on telephone-based interviewing
- [Reporter](#)
Powerful analysis and tabulation (Windows forms client)
- [Tabulation](#)
Powerful analysis and tabulation

Organized Project View

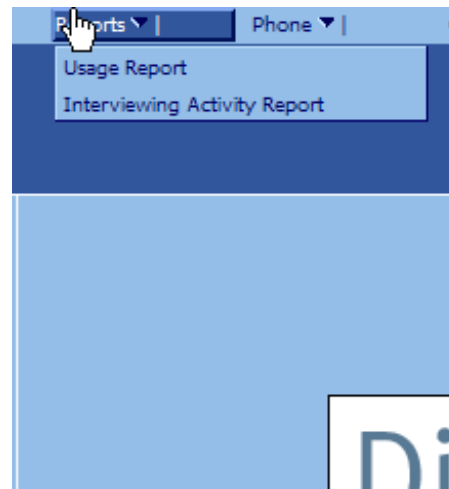
- Projects
- FrankMaduri
- Greg
- Alvaro test
- amc
- Charlotte
- Conference Satisfaction
- FACPAKS V2
- frank2
- GZ_UIMobile
- IPTest
- Jason
- Million Respondents
- Museum
- newsannatest
- QSUFeedback
- Satisfaction
- SOAR

Survey Management Tools

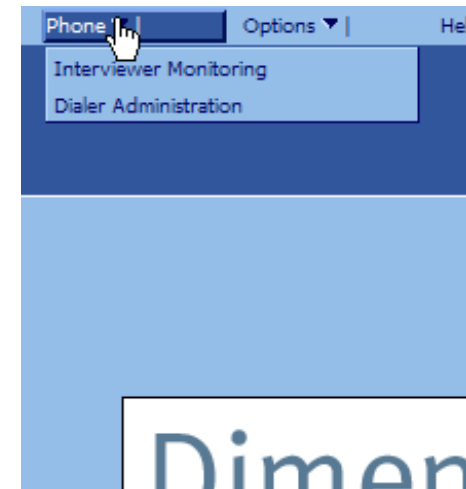
> Visibility for Administrators



Manage your users and see what they are doing



Insight into system activity



*Phone administration:
Dialer and Monitoring*

> Visibility into Sample

Upload Sample - Windows Internet Explorer

http://mrcons03/spssmr/UploadSample/default.aspx

File Edit View Favorites Tools Help

Upload Sample

Project: UIMobile
User: dpmadmin
Site: Site

Dimensions View View Settings Summary Upload Required Fields Additional Fields

Participants

Project Id: UIMOBILE
Project Name: UIMobile
Description:

Use the check boxes to select specific participant records and click Edit, Delete, Download selected items. To select all records on the page, use the top check box. To download all pages, click Download all pages.

Select records to display:
☐ Display All
☒ Display Selection

Display records with:
Field: Language Value: equal to English And/Or
Apply

Participant Records

☐	Id	Queue	AppointmentTime	RecallTime	TryCount	AppointmentTryCount	CallOutcome	TimeZone	Language
☐	EID1	FRESH			0	0		20	English
☐	EID10	FRESH			0	0		20	English
☐	EID11	FRESH			0	0		4	English
☐	EID12	FRESH			0	0		35	English
☐	EID13	FRESH			0	0		20	English

> Visibility into Quotas

Project: travel
User:
Site:

Edit: Prioritization

Review Quotas

Internet
gender

travel
"Internet"
July 19, 2006
09:59:04

Prioritization: Priority
(3 cells limit)

(InternetAccess) Where do you access the Internet?		50	Normal
At work		0	
		0	
		0	
At home		50	Normal
		0	
		0	
At school		50	Normal
		0	
		0	
At the library		50	Normal
		0	
		0	

Key
Target **Type** **Priority**
Complete %Complete
Pending %Pending

Update

Project: travel
User: BARBARA
Site: BJH

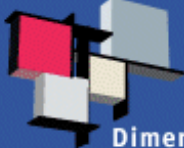
Edit: Do Not Edit

travel
"Internet"
May 20, 2004
15:08:07

Where do you access the Internet?		50	N
At work		0	0%
		0	0%
		0	0%
At home		50	N
		0	0%
		0	0%
At school		50	N
		0	0%
		0	0%
At the library		50	N
		0	0%
		0	0%

Key
Target **Quota Type**
Complete %Complete
Pending %Pending

> Visibility into Phone Center

**Dimensions**



InterviewersMonitorDialers

User: Admin
Site: KI-TGROUT01

Interviewer Monitoring

Project Id: MYFIRSTINTERVIEW**Project Name:** My First Interview
Interviewer: Interviewer1**Phone:** E102**Document Ref:**
Respondent ID: EID24**Interview Time:** 00:00:32**Question Time:** 00:00:25
To pause visual monitoring, click  from the Current page below. To resume after pausing, click .

Previous Page**Exempt1Q**

And which others of these brands have you heard of?
PLEASE READ OUT BRANDS.

[1] Brand 1
[2] Brand 3
[3] Brand 4
[4] Brand 5

PreviousNextGotoModelInfo

Current Page**UseQ**

Which of these brands do you use?
PLEASE READ OUT BRANDS.

[1] Brand 2
[2] Brand 3
[3] Brand 4

PreviousNextGotoModelInfo

> Visibility into Remote Operations

http://mrcons03/SPSSMR/RemoteManager/default.aspx?hash=15:13:48.2133250 - Windows Internet Explorer

http://mrcons03/SPSSMR/RemoteManager/default.aspx?hash=15:13:48.2133250

File Edit View Favorites Tools Help

http://mrcons03/SPSSMR/RemoteManager/default.as...

Project: UIMobile
User: dpmadmin
Site: Site

Dimensions

Monitoring

The table below lists interviewers assigned to this project and their status

☒ Automatically refresh the table every 20 sec.

Real Time Display

Interviewer Id	Description	Completed	Suspended	Successful Sync	Attempted Sync
remote1		0	0	3/7/2008 12:02:10 PM	3/7/2008 12:02:10 PM
remote4		0	0	2/1/2008 10:46:28 AM	2/1/2008 10:46:28 AM
remote5		0	0	2/1/2008 11:21:00 AM	2/1/2008 11:21:00 AM
Sanna2		0	0	3/3/2008 12:39:54 PM	3/3/2008 12:39:54 PM
remote2		0	0	3/7/2008 12:02:10 PM	3/7/2008 12:02:10 PM
dpmadmin	A test user account	5	1	3/7/2008 12:02:10 PM	3/7/2008 12:02:10 PM

> Immediate Access to Data

SPSS Export Data - Windows Internet Explorer

http://mrcons03/SPSSMR/InterviewExporter/default.aspx

File Edit View Favorites Tools Help

SPSS Export Data

Project: UIMobile
User: dpmadmin
Site: Site

Description:
Global Filter:

Download data file to your desktop by pressing the button on the left

Download now

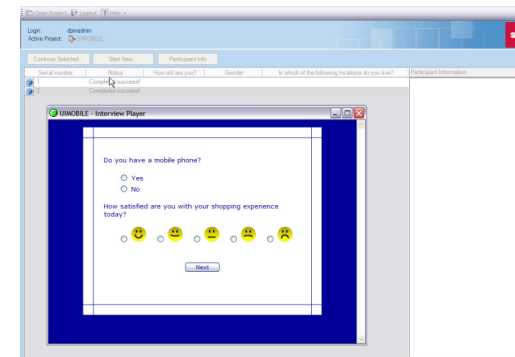
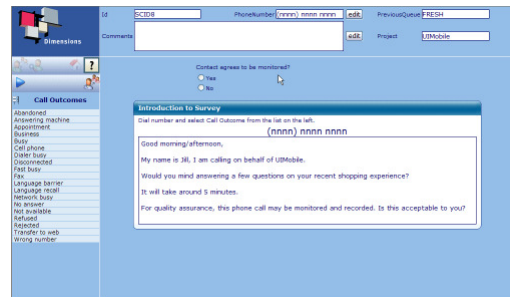
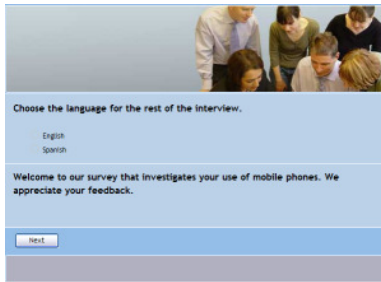
Export to: SPSS File (SAV) [v]
Language: Delimited Text File (Excel)
System variables: Dimensions Data File
Variable types: Quantum Data File (DAT)
Use SAV short name: SAS System File
SPSS File (SAV)
Triple-S Data File (Fixed or CSV)
Dimensions XML Data File

Select filtering based on data collection status:
Select:
☒ Respondent data only
☐ Test data only
☐ All data

Where interviews:
☒ Completed successfully
☐ Active / in progress
☐ Timed out
☐ Stopped by script
☐ Stopped by respondent
☐ Interview system shutdown
☐ Reviewed
☐ Signal

> Immediate, Accessible Insight

SPSS



File Edit View Tables Variables Filter Tools Help

100% New Black and White

Tables List: Untitled, Customer Profile

Design Filter Results

Customer Profile
Filter: Real data, completed

Routing context				
	Base	Web	InShop	CATI
Gender				
Base	100	98	-	2
	100%	100%	-	100%
Male	46	46	-	-
	46%	47%	-	-
Female	54	52	-	2
	54%	53%	-	100%
Do you have a mobile phone?				
Base	101	98	3	-
	100%	100%	100%	-
Yes	54	51	3	-
	53%	52%	100%	-
No	47	47	-	-
	47%	48%	-	-

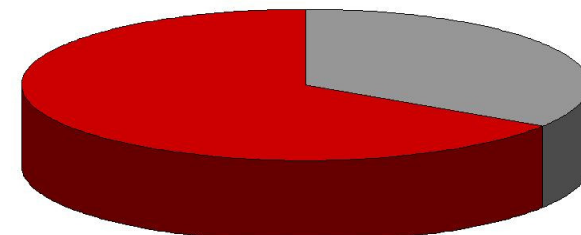
Cell Contents:
- Count
- Column Percentage

Rules:
- Hide columns where the Count is less than or equal to 0

Variable Folders:
- UIMOBILE.mdd
- Respondent
- DataCollection
- DataCleaning
- Age
- Gender
- Location
- HaveMobile
- FeaturesPerform
- FeaturesUse
- NewPhone
- HavePhone
- SatisfiedWithStore
- ChangeLanguageQ

> Customer Profile

Routing context
Do you have a mobile phone?: Yes



SPSS

Increase productivity and
resource utilization in the
call center



> The Modern Call Center: Phase I

SPSS



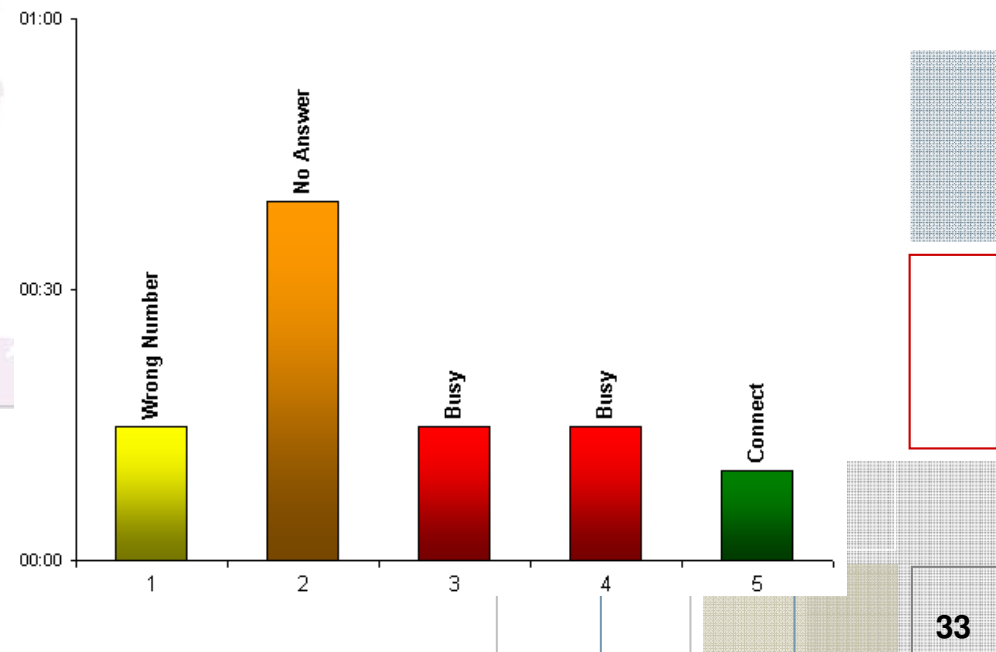
Company XYZ -- starting with small, low volume projects

- VOIP Dialer
- Predictive Dialer
- Power Dialer
- Manual/Modem

XP/Vista/WYSE Terminals
Interview/Supervisor Stations
Using IE/Firefox browser

Windows 2003
Server
Dimensions
Call center
technology

Analog phones
Separate from Dimensions
Optional: Supervisor monitoring
Optional: Modems

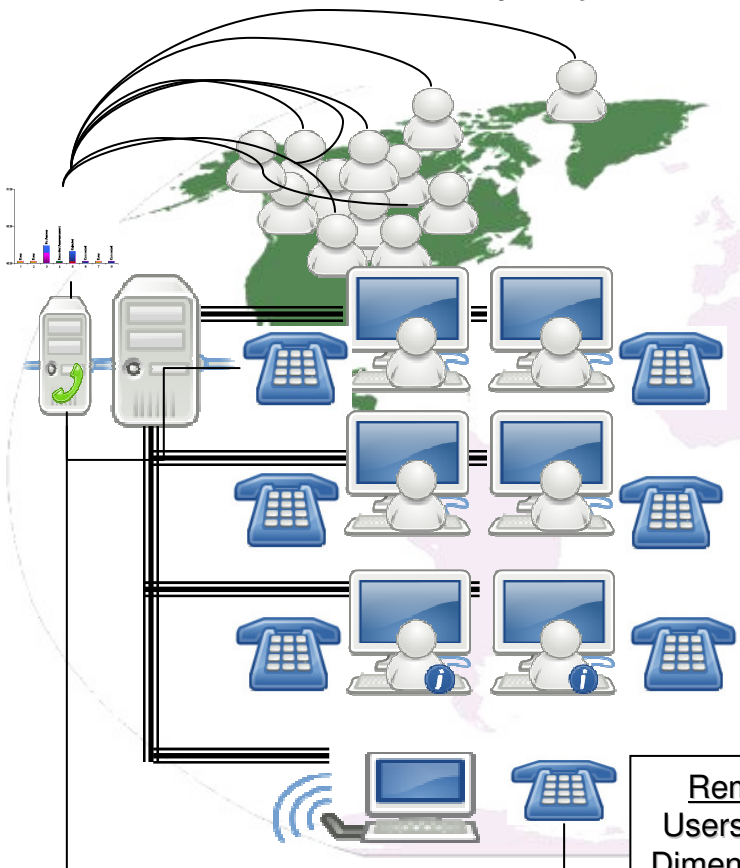


> The Modern Call Center: Phase II

Company XYZ – numerous large volume projects

- VOIP Dialer
- Predictive Dialer
- Power Dialer
- Manual/Modem

Power Dialing dials one number for each Interviewer

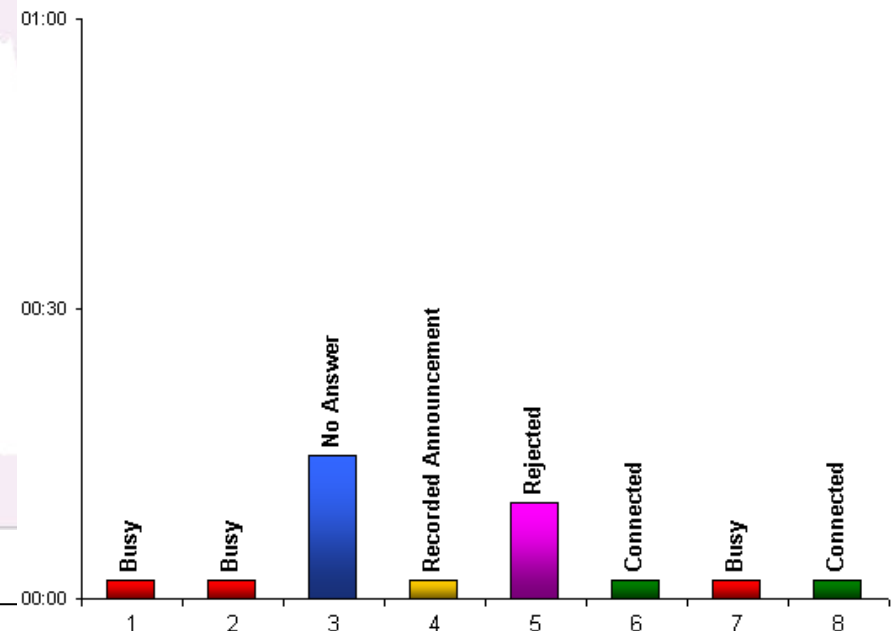


Remote Access
Users connected to
Dimensions remotely

Dimensions Dialer

- Connected to
- Dimensions call center -
- External phone provider -
- Internal phone network -

Analog phones
Integrated into Dimensions
Supervisor monitoring

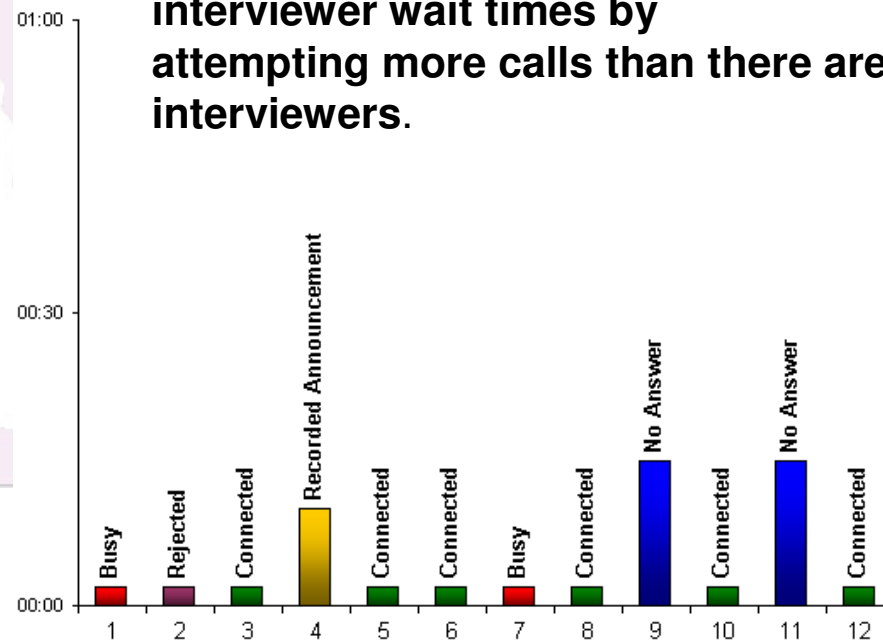


> The Modern Call Center: Phase III

Company XYZ – numerous larger volume projects

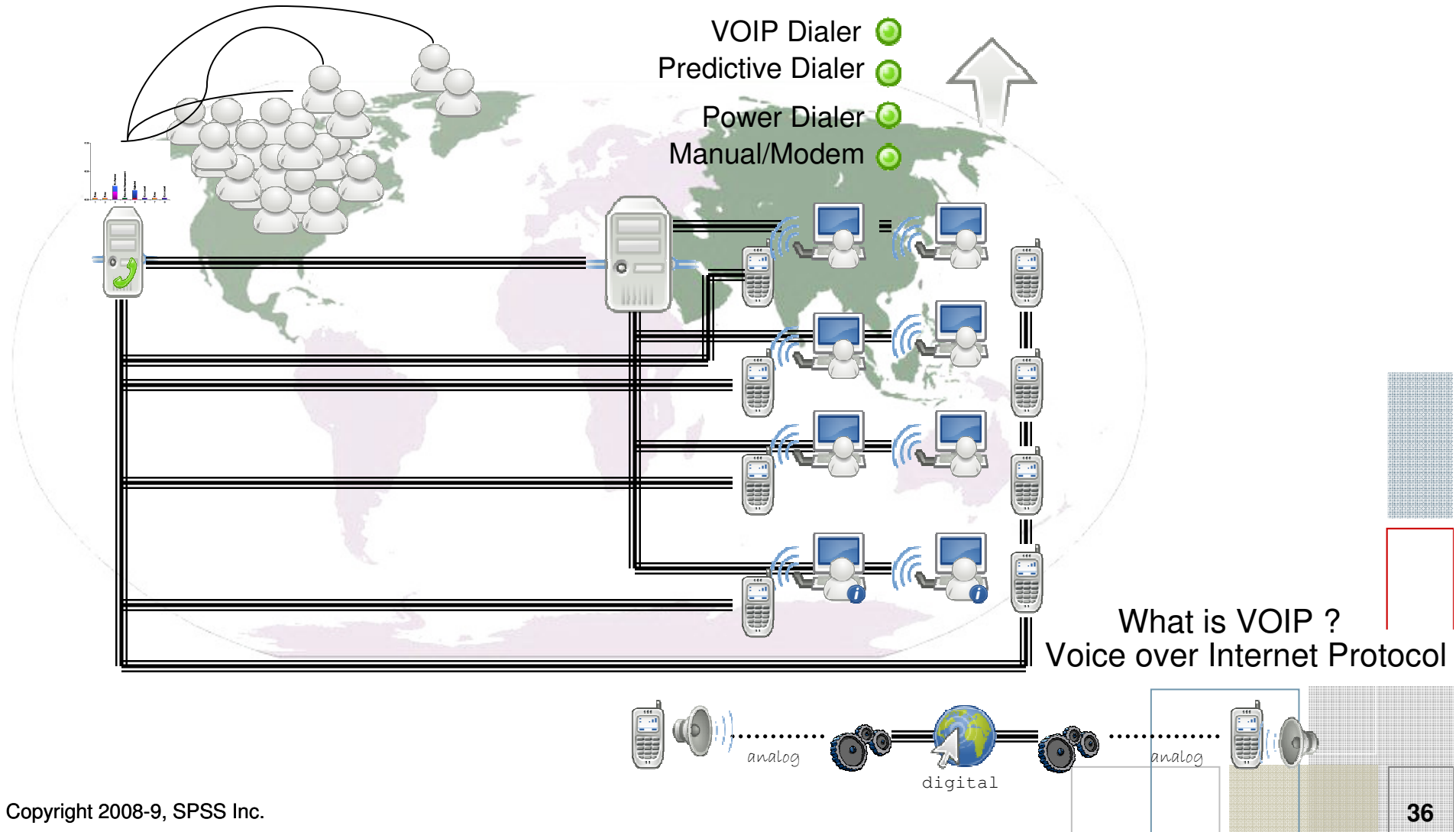
- VOIP Dialer
- Predictive Dialer
- Power Dialer
- Manual/Modem

Predictive Dialing attempts to reduce interviewer wait times by attempting more calls than there are waiting interviewers.



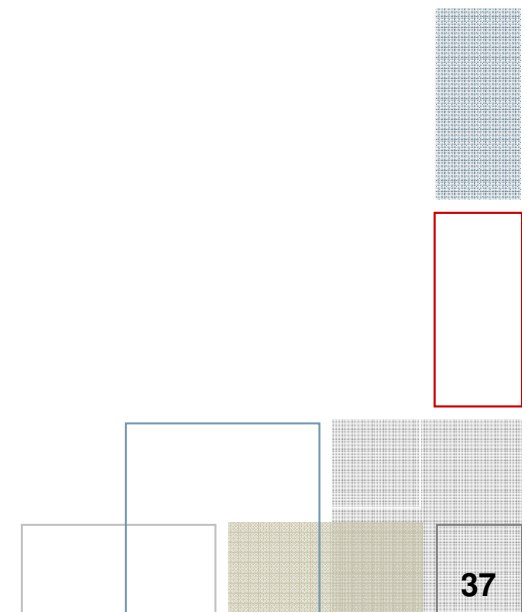
> The Modern Call Center: VoIP Enabled

Company XYZ – numerous larger projects, interviewers located remotely



> Demonstration

- Create a single survey for phone and web participants
- Conduct a phone survey as an interviewer
- Transition a respondent to the web seamlessly
- Demonstrate respondent and project management tools



> We Can Help You Get There...



▪ Expert Training

- Public Courses
- On-site Course
- Web-based Training

▪ Technical Support

- Troubleshooting
- Track Issues Online
- Worldwide Phone Roll-over

▪ Professional Services

- Installation and Upgrade
- Operation and Administration
- Scripting Management
- Strategy Services

▪ Flexible Engagement Models

- Software Ownership (Purchase)
- Service Bureau (Outsourcing)
- ASP (Application Service Provider)
- MSP (Managed Service Provider)

> Questions?



Mike Burrell
Sr. Manager, Sales Engineering
SPSS Inc.
Chicago, IL
P. 800.543.2185 extension 3867
e-mail: mburrell@spss.com
website: www.spss.com

Jane Hendricks
Product Marketing- Dimensions
SPSS Inc.
Chicago, IL
P. 800.543.2185 extension 3026
e-mail: jhendricks@spss.com
website: www.spss.com