

> Expand Your Research Reach

Proven Multi-Channel Research Strategies

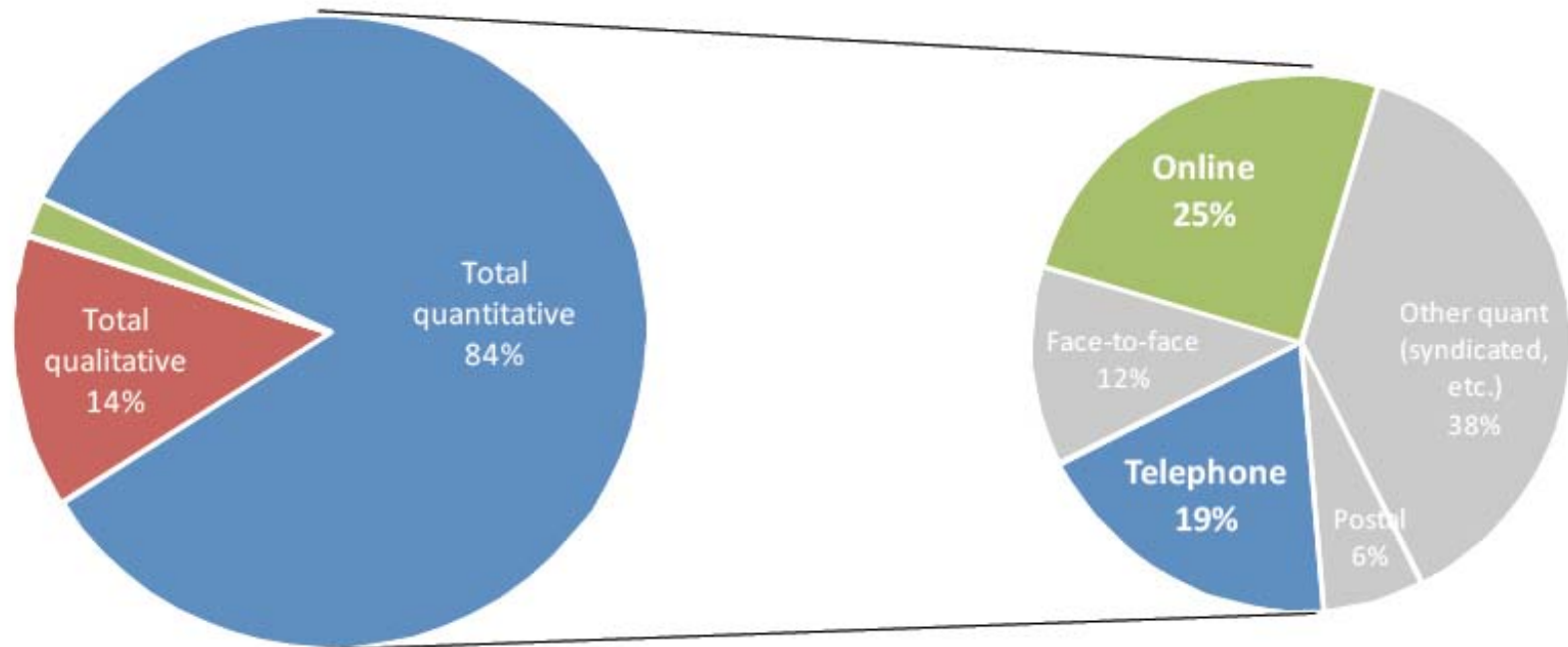
Jane Hendricks
Product Marketing Manager
SPSS Inc.

James Weber
SVP, IT Strategy
Opinion Research Corporation

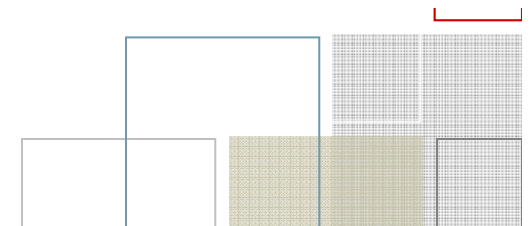


> State of Research Today

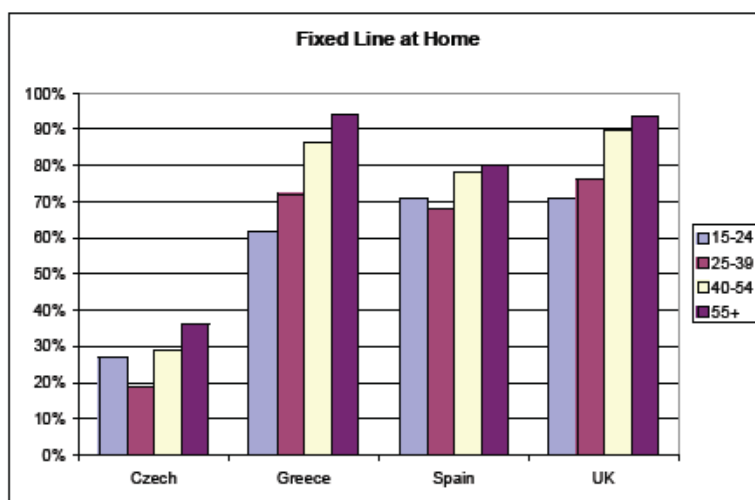
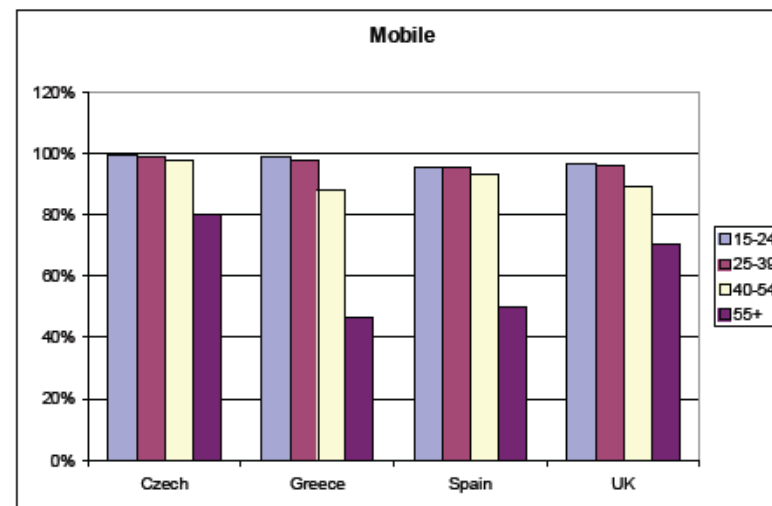
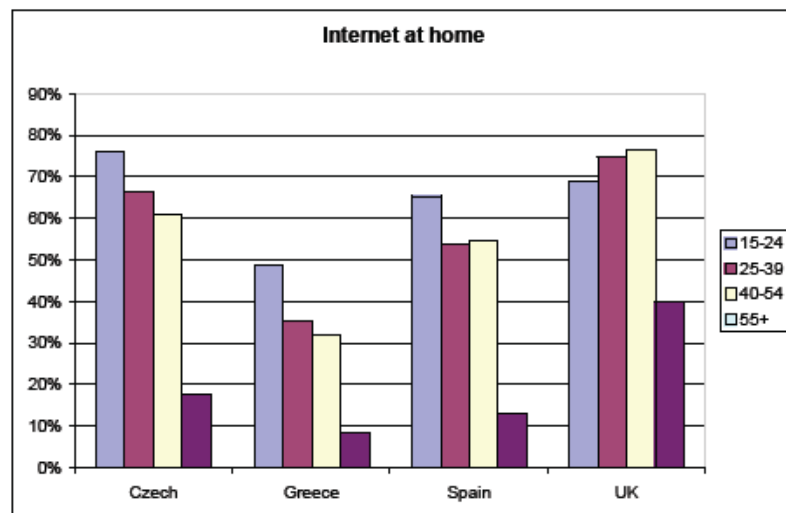
SPSS



Source: ESOMAR Industry Report, Global Market Research 2008



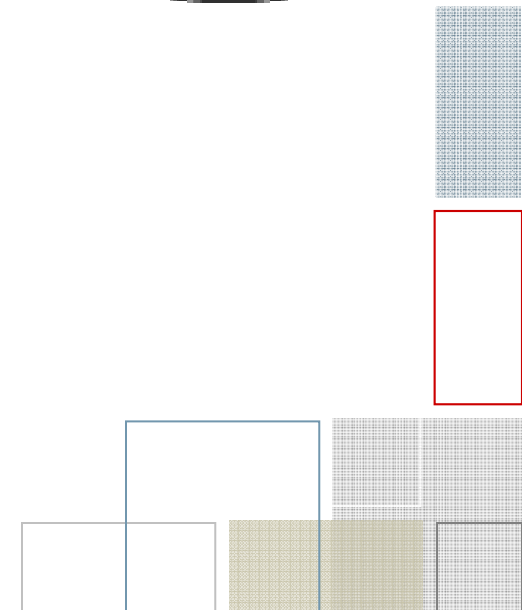
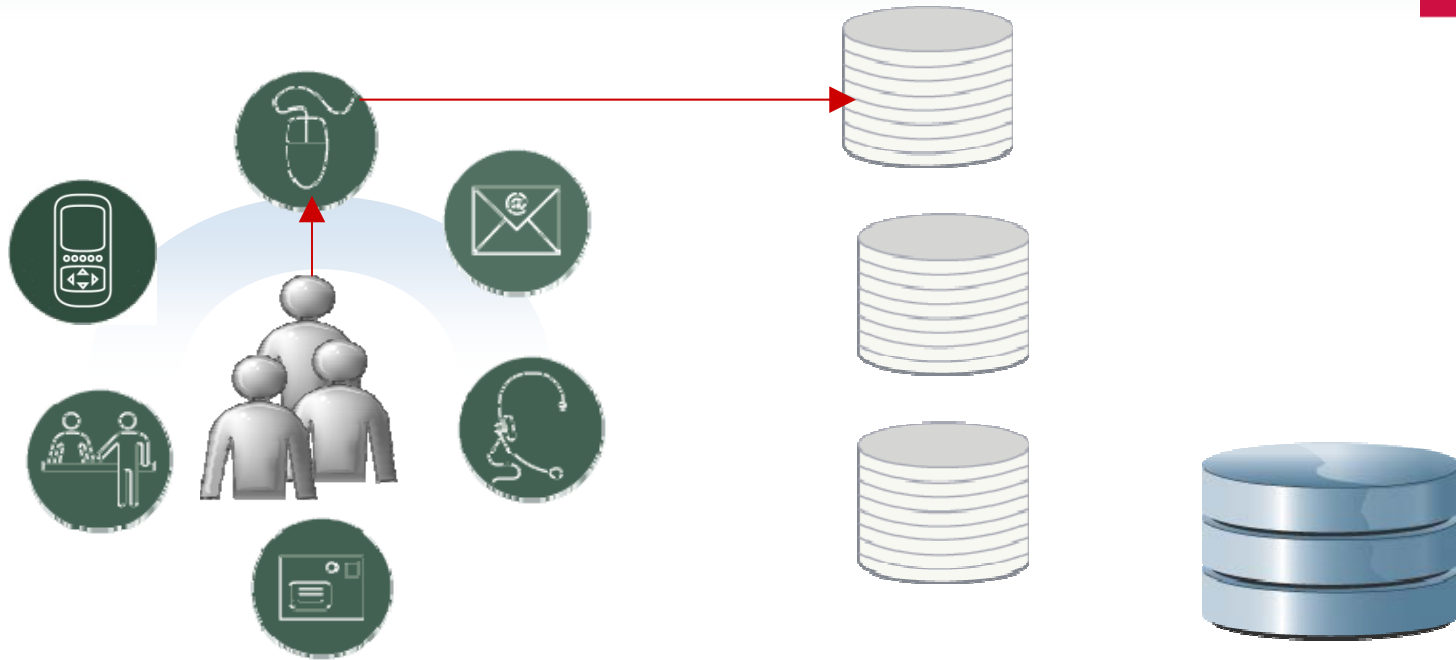
> Reliance on a Single Mode Problematic



Source: Eurobarometer 2008

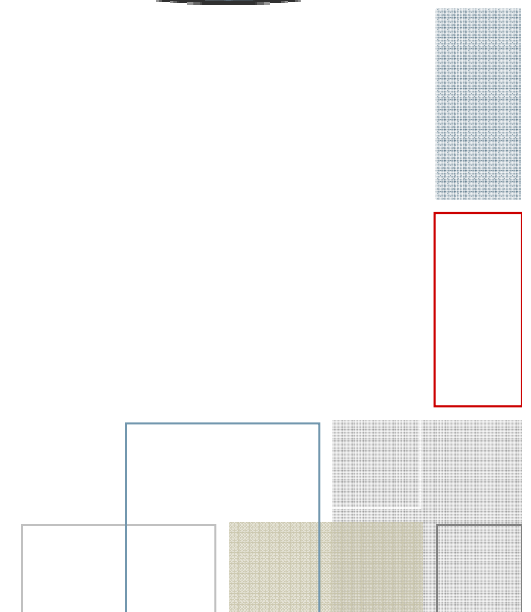
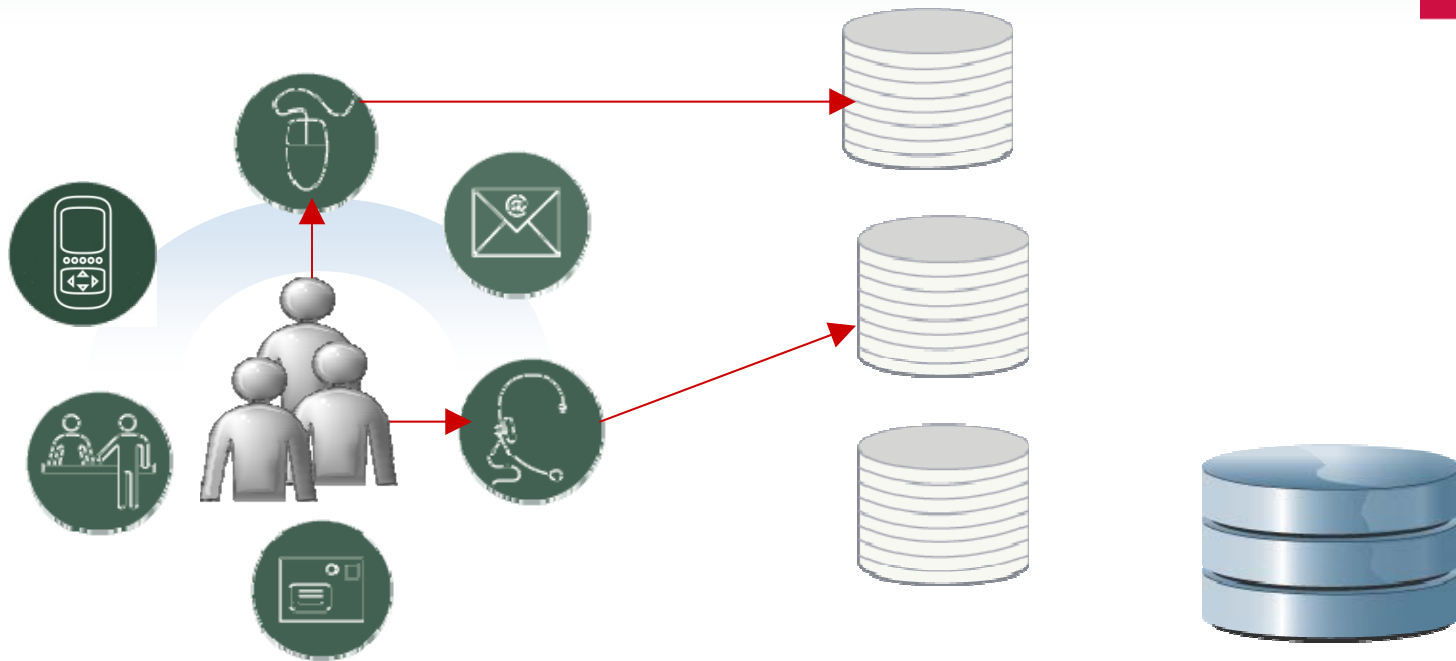
> Traditional Research

SPSS



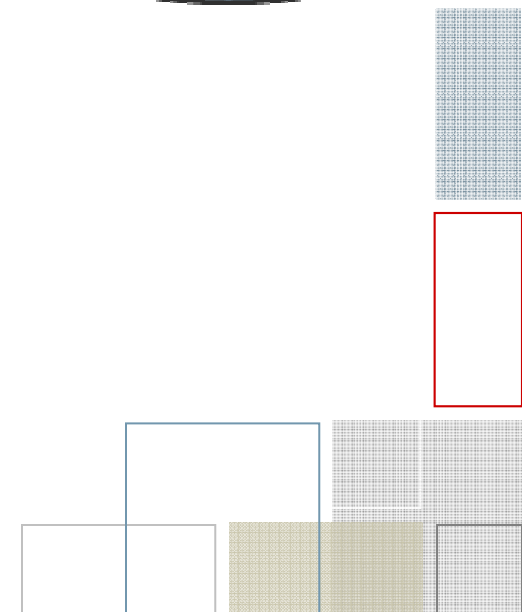
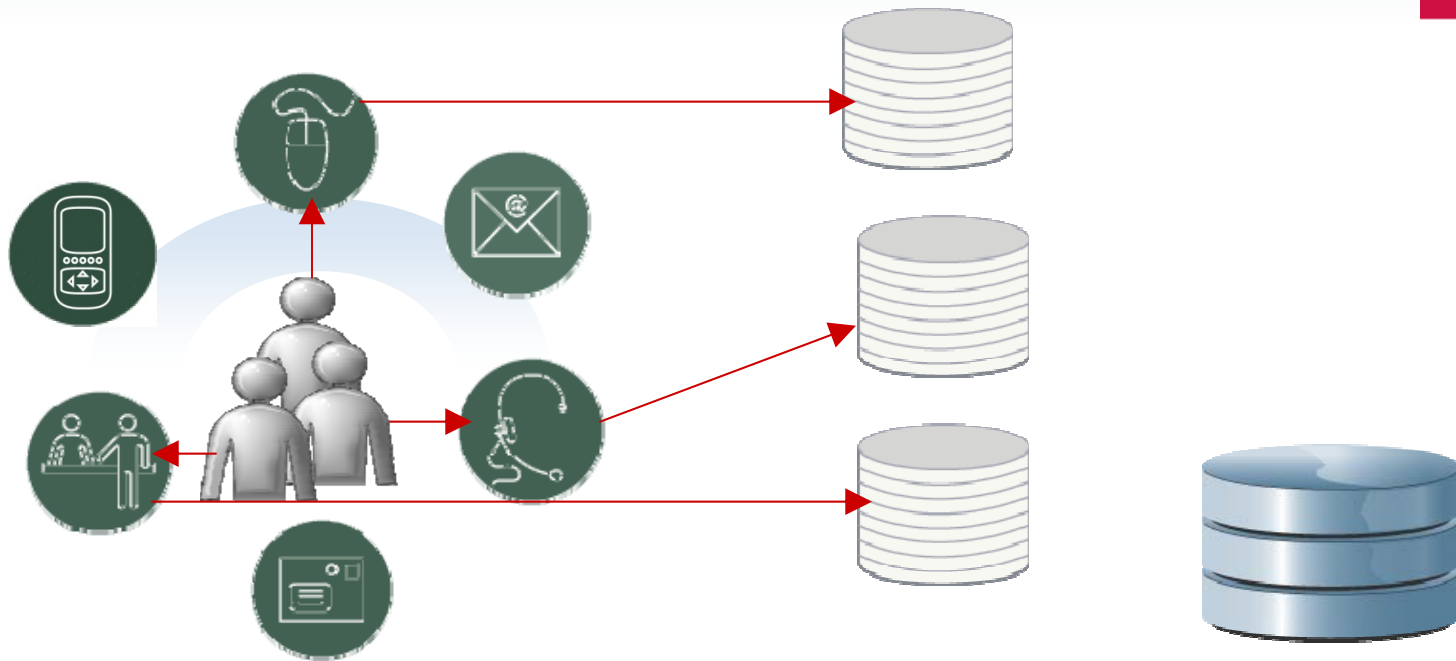
> Traditional Research

SPSS



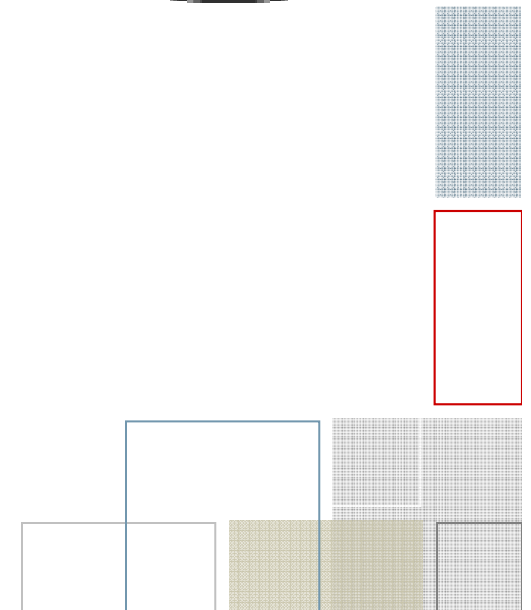
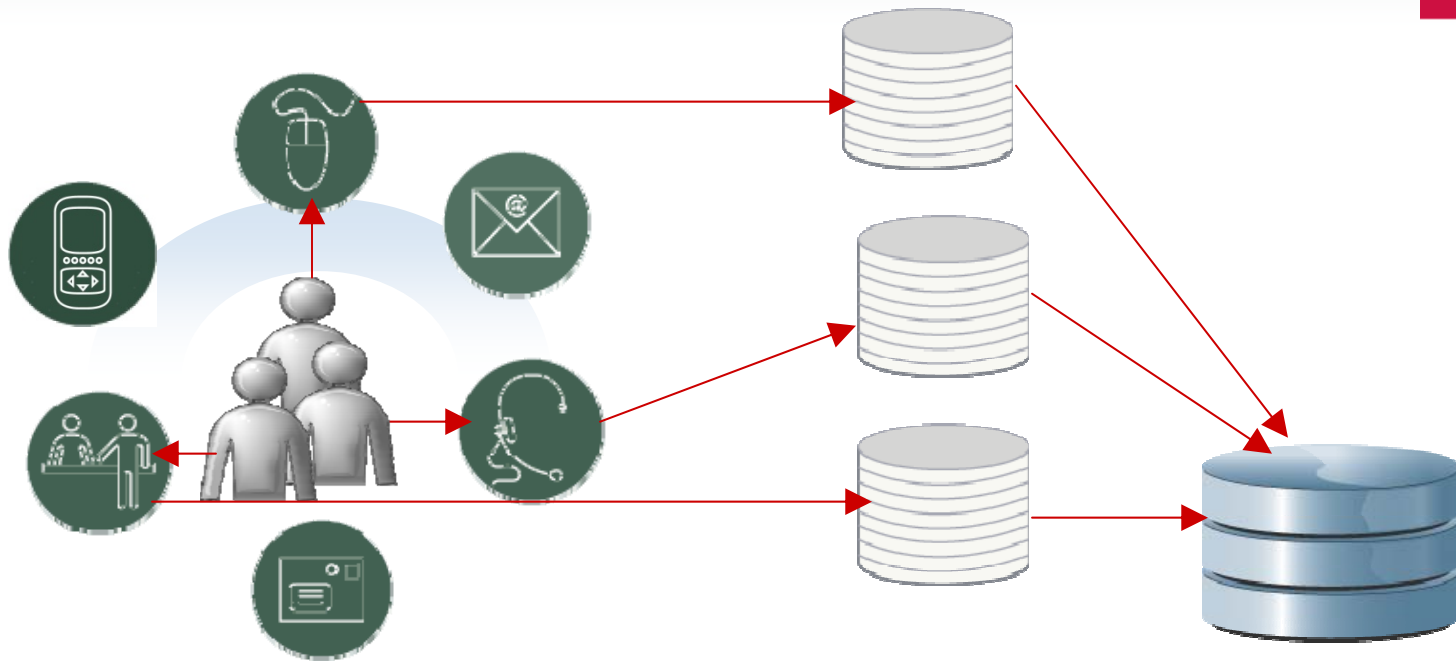
> Traditional Research

SPSS



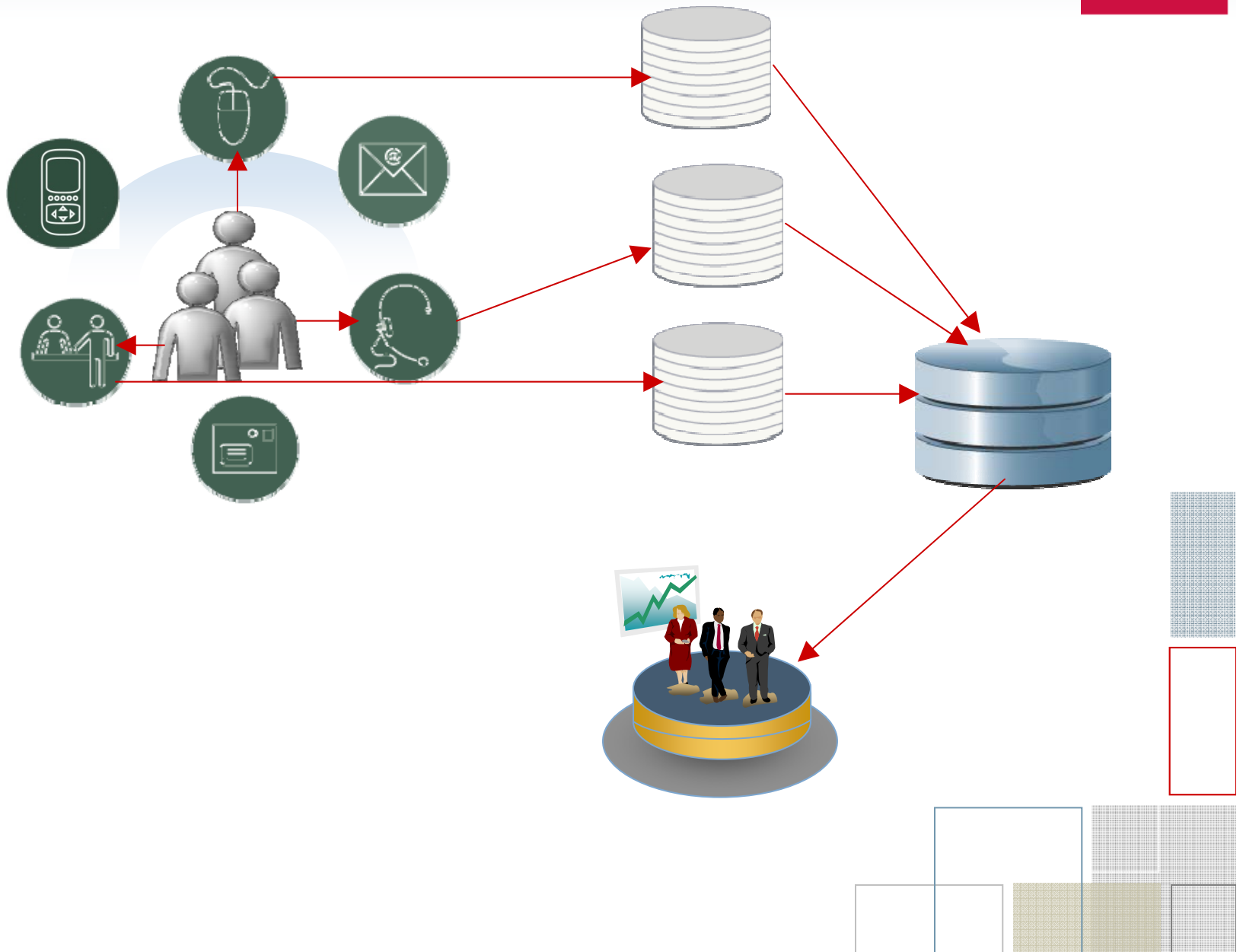
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SPSS



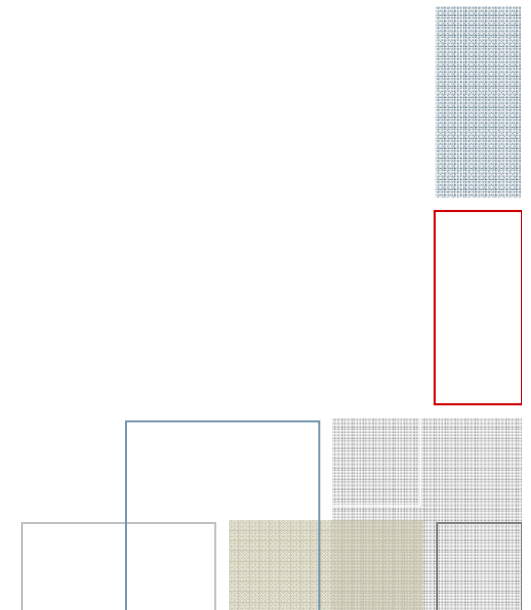
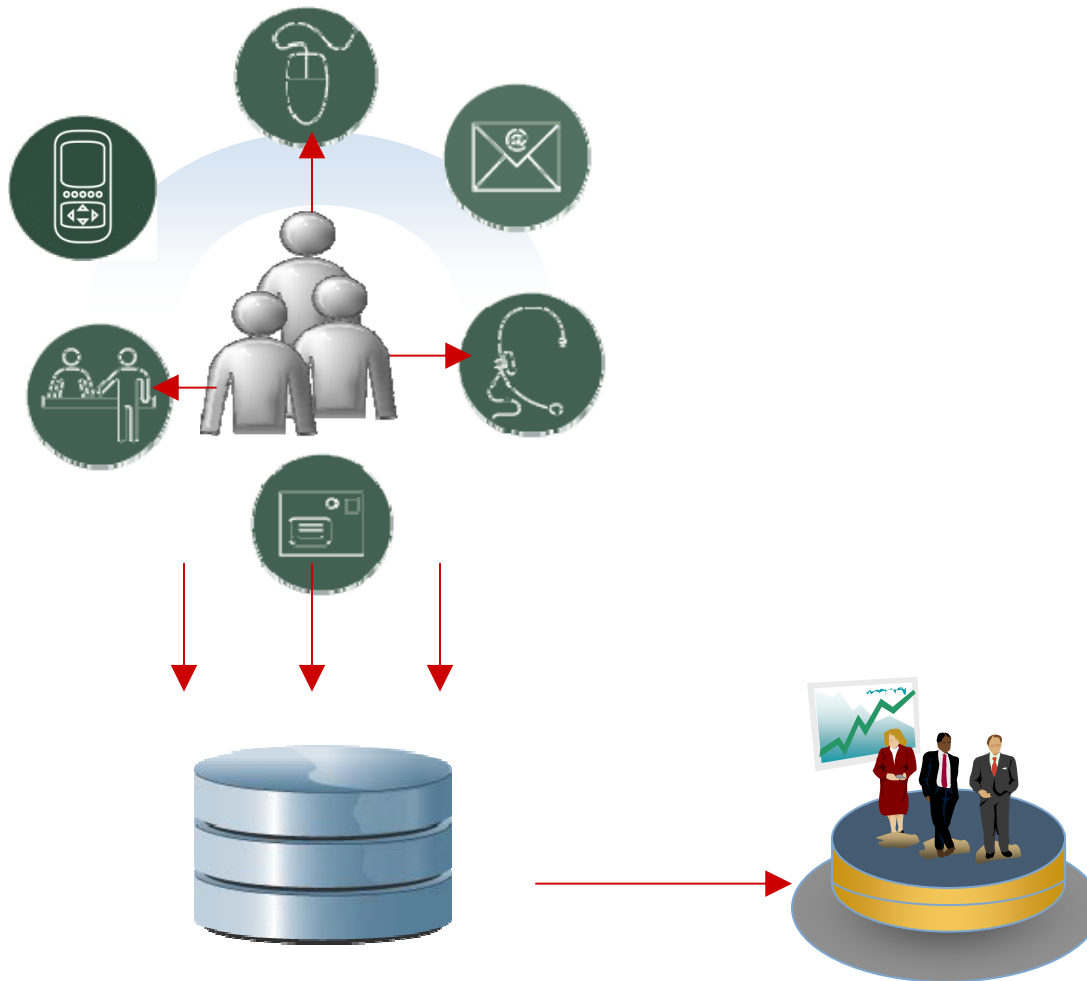
> Traditional Research

SPSS



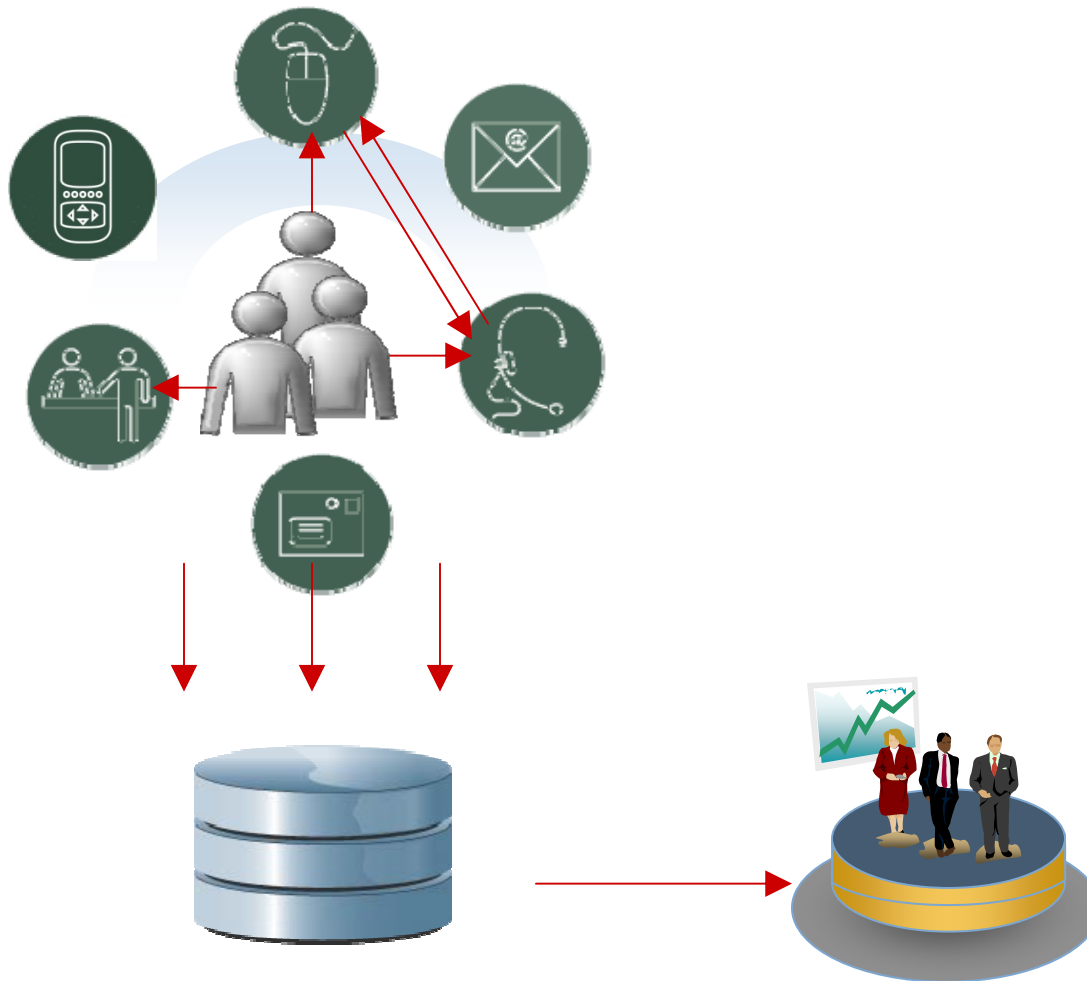
> Modern Research

SPSS



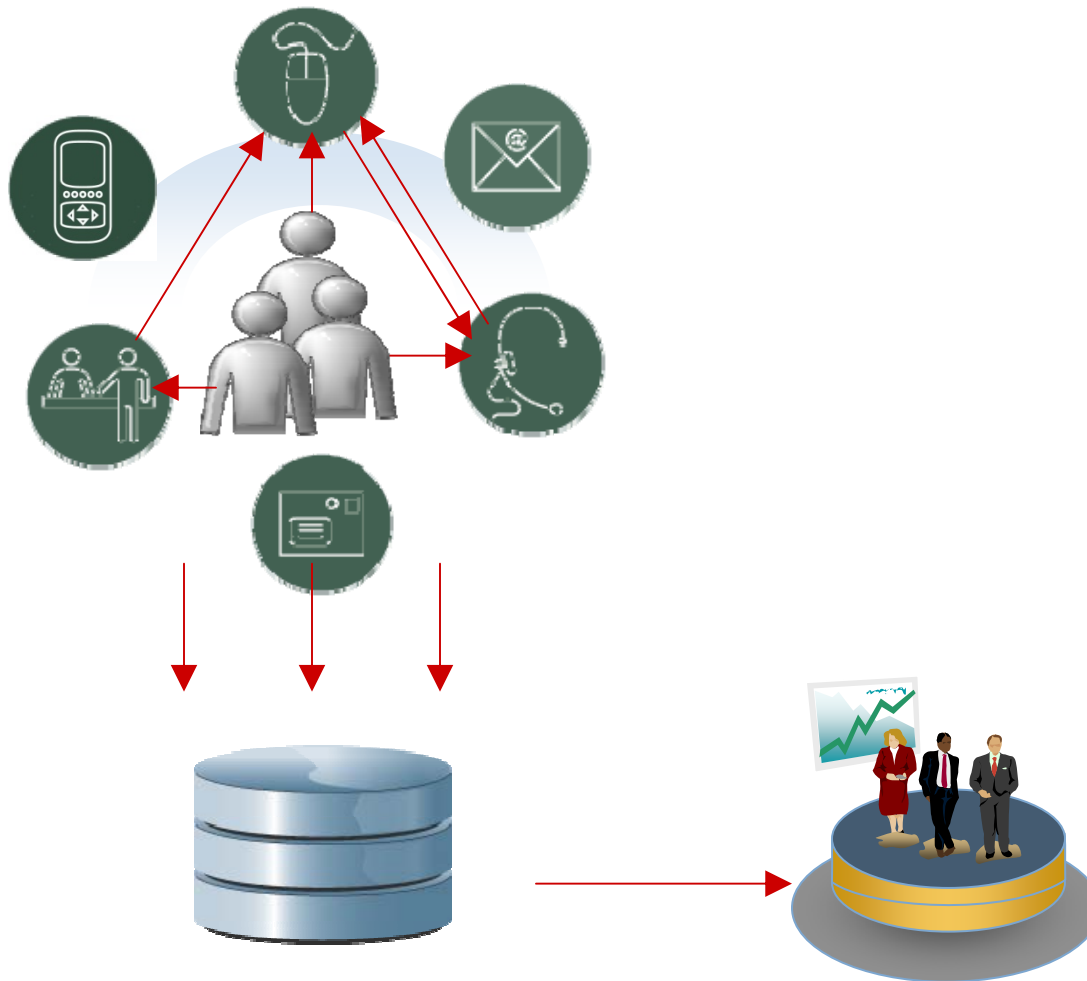
> Modern Research

SPSS



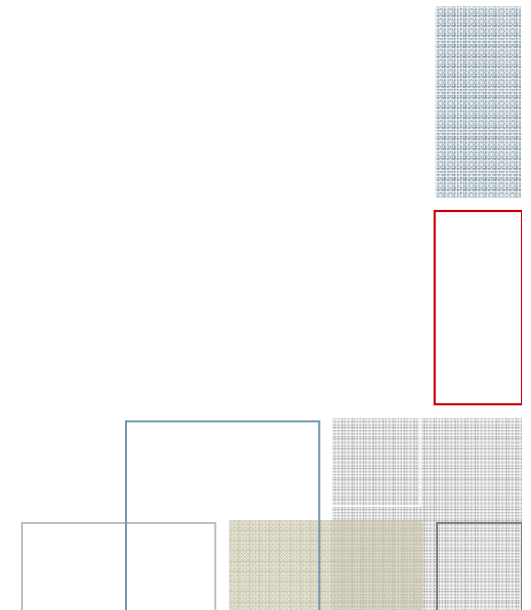
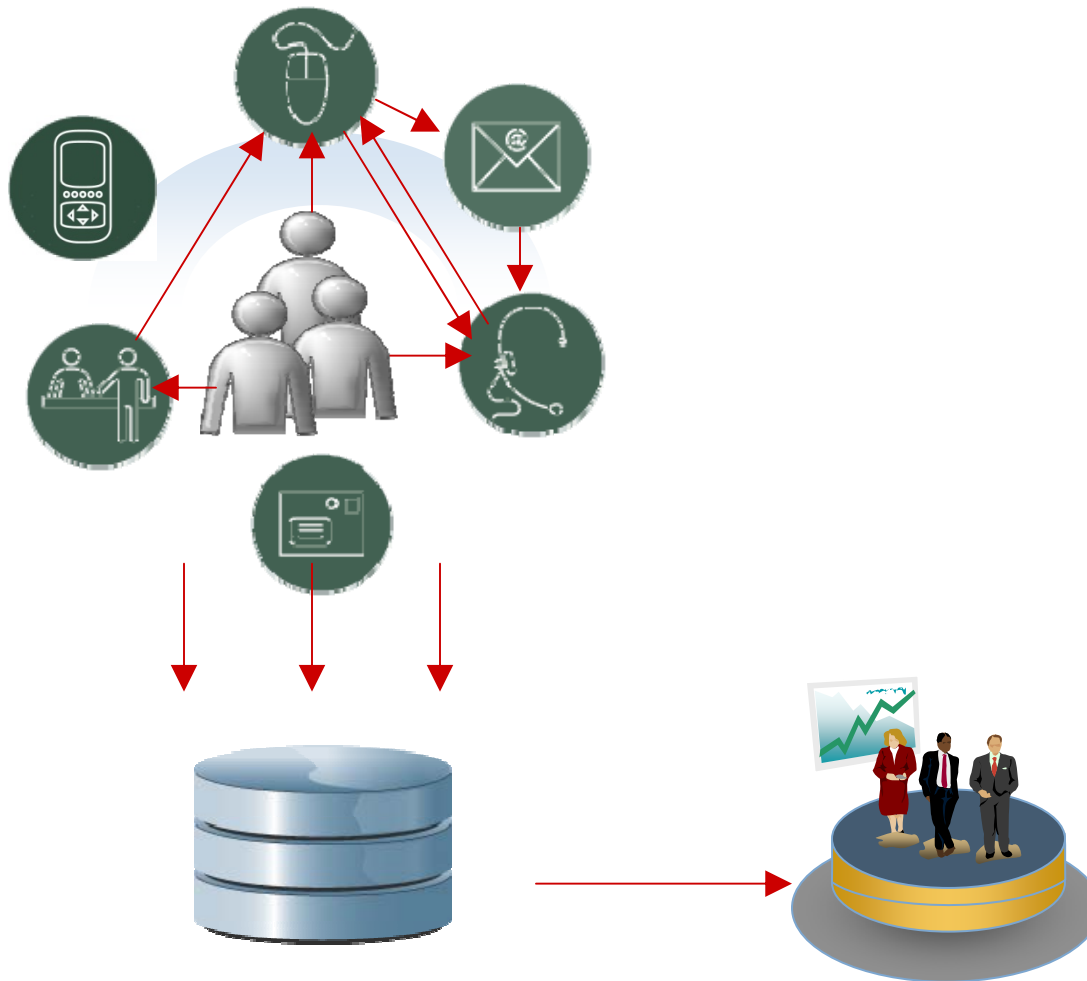
> Modern Research

SPSS



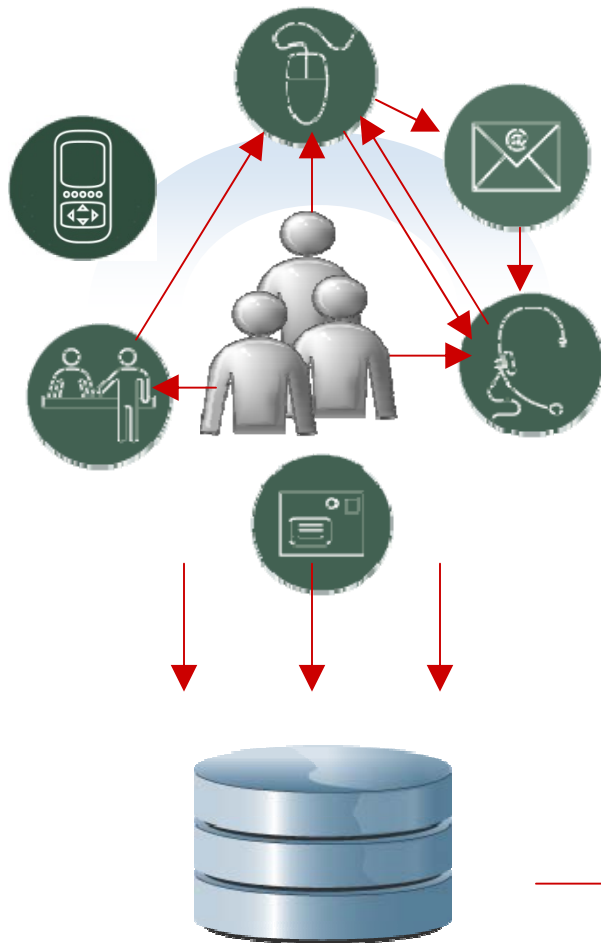
> Modern Research

SPSS

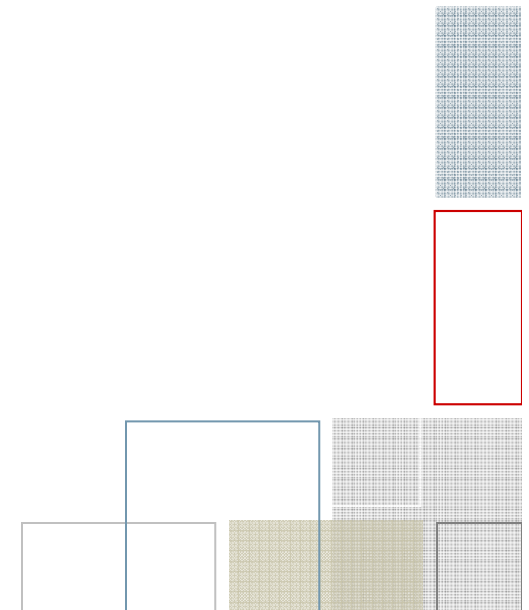


> Modern Research

SPSS



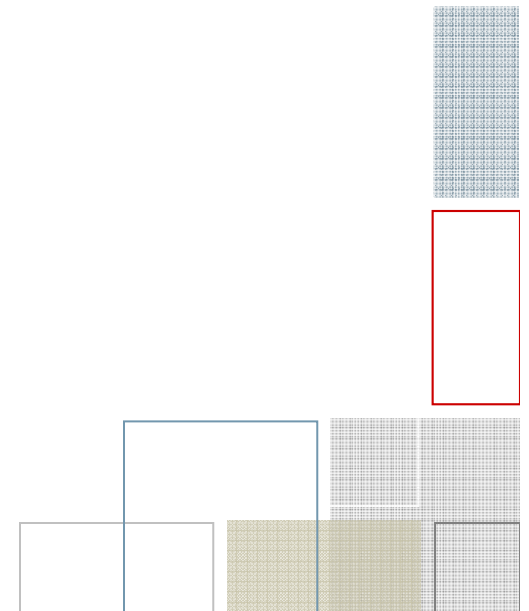
- Key Impacts
 - Respondent driven
 - Fluid
 - No data silos
 - Real-time results



> Modern Call Center: A Definition

SPSS

The **Modern Call Center** enables organizations, particularly market research organizations, to successfully compete in an environment where...



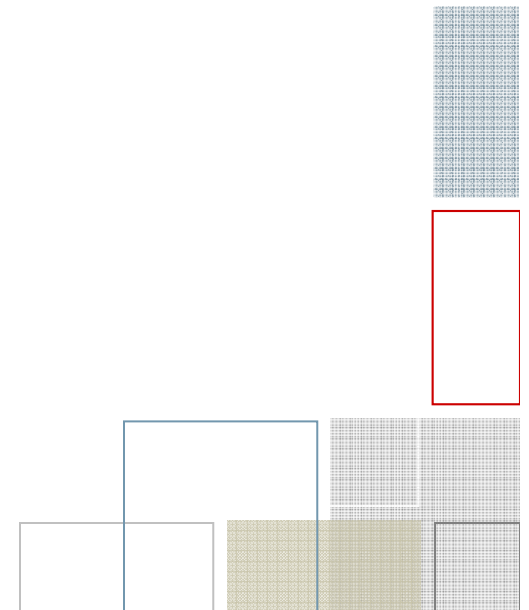
> Modern Call Center: A Definition

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Resources are globally dispersed



> Modern Call Center: A Definition

SPSS

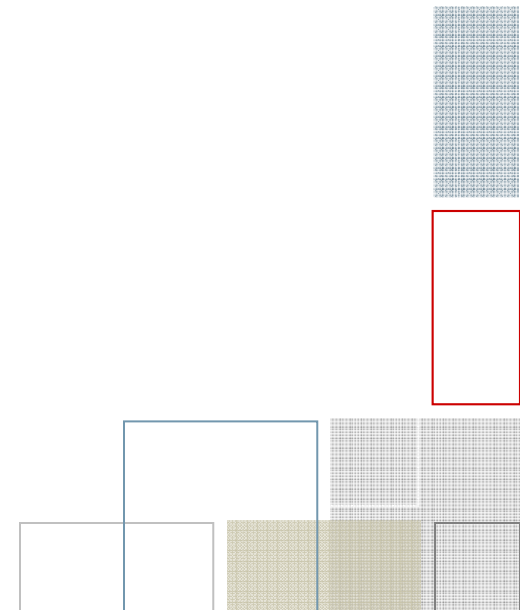
The **Modern Call Center** enables organizations, particularly market research organizations, to successfully compete in an environment where...



Resources are globally dispersed



Project schedules are tight



> Modern Call Center: A Definition

SPSS

The **Modern Call Center** enables organizations, particularly market research organizations, to successfully compete in an environment where...



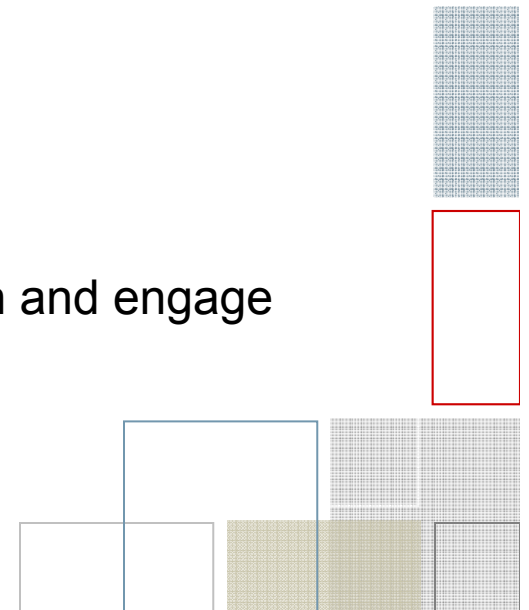
Resources are globally dispersed



Project schedules are tight



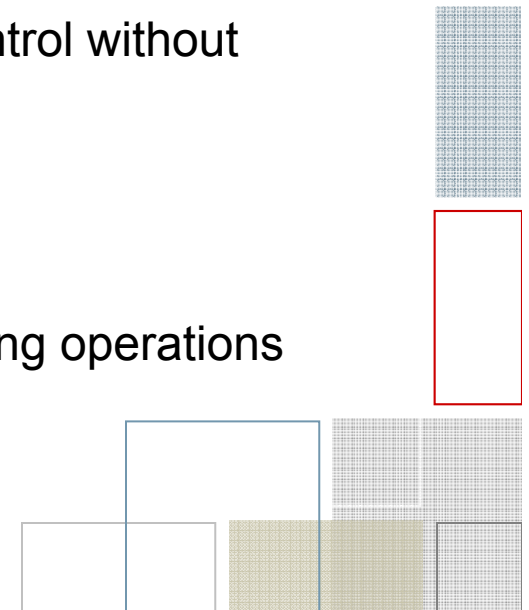
Respondents are difficult to reach and engage



> Characteristics of a Modern Call Center

SPSS

- Efficiency
 - Complete projects on time & within budget quickly, with the least amount of resources
- Flexibility
 - Leverage virtual workers, modify project parameters in real-time and redeploy resources easily
- Visibility
 - Provide visibility into project metrics to internal and external stakeholders
- Resource utilization
 - Manage global resources centrally – provide central control without losing regional differentiation
- Speed to insight
 - Minimize the time between data collection and analysis
- Scale
 - Grow or contract operations in real-time without disrupting operations



> Opinion Research Corporation

Striving for “Friction-less” Research

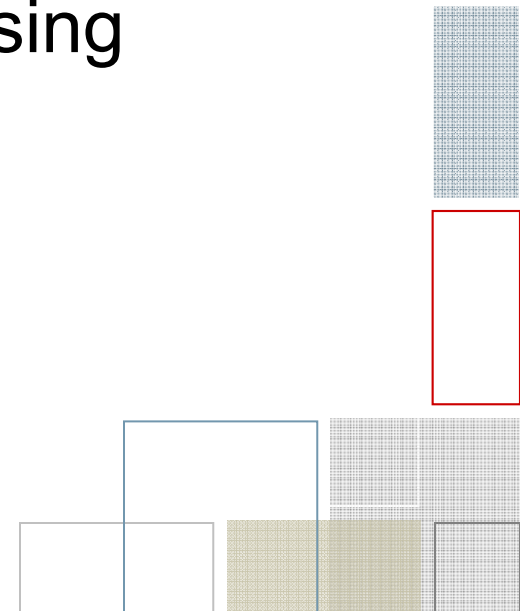


> James Weber

Senior Vice President, IT Strategy

SPSS

- Responsible for maintaining ORC's technology leadership in the Market Research industry
- Twenty-five years of market research and technology
- Responsible for implementing a global multi-mode data collection and data processing system



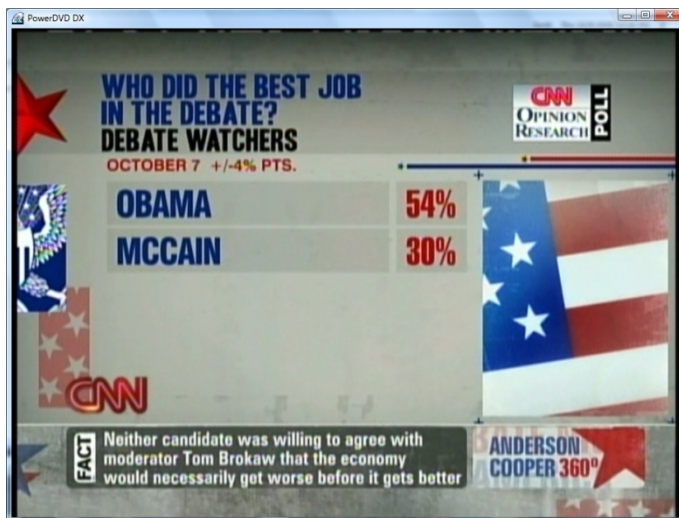


Agenda

- Introduction
- The Challenges
- The Business Objectives
- Field-guide / Practicalities
 - Virtualizing our Call Centers
 - Integrating data collection between modes
 - Integrated reporting
- Challenges that remain
- Conclusions

Opinion Research Corporation

- Founded 1938
- Commercial Market Research
- CNN / Opinion Research Poll
- Acquired by infoUSA / infoGROUP 2006



2008 PRESIDENTIAL ELECTION ACCURACY		
Comparison of polling numbers to actual results		
		Election Results*
Obama	53%	53%
McCain	46%	46%

* 99% of precincts reporting



Chapter 1

THE CHALLENGES



The Challenges

	Accuracy	Speed	Cost
Data collection	•Declining response rates •Hard to reach populations •Panel limitations •Cell phone-only	•Rapid changes in scale •Rapid data collection •Real-time status updates	•Labor costs for mediated research •Off-shore introduces productivity and response rate issues
Reporting	•Disjoints between collection and reporting	•Real-time regardless of mode	•Automation assumed



Chapter 2

THE BUSINESS OBJECTIVES



From Business Strategy to Three-pronged Technology Solution

Business Strategy: *"The Global Boutique"*

From Business Strategy to Three-pronged Technology Solution

Business tactics: Integrating research and technology –
“The Common Kitchen”

Business Strategy: *“The Global Boutique”*

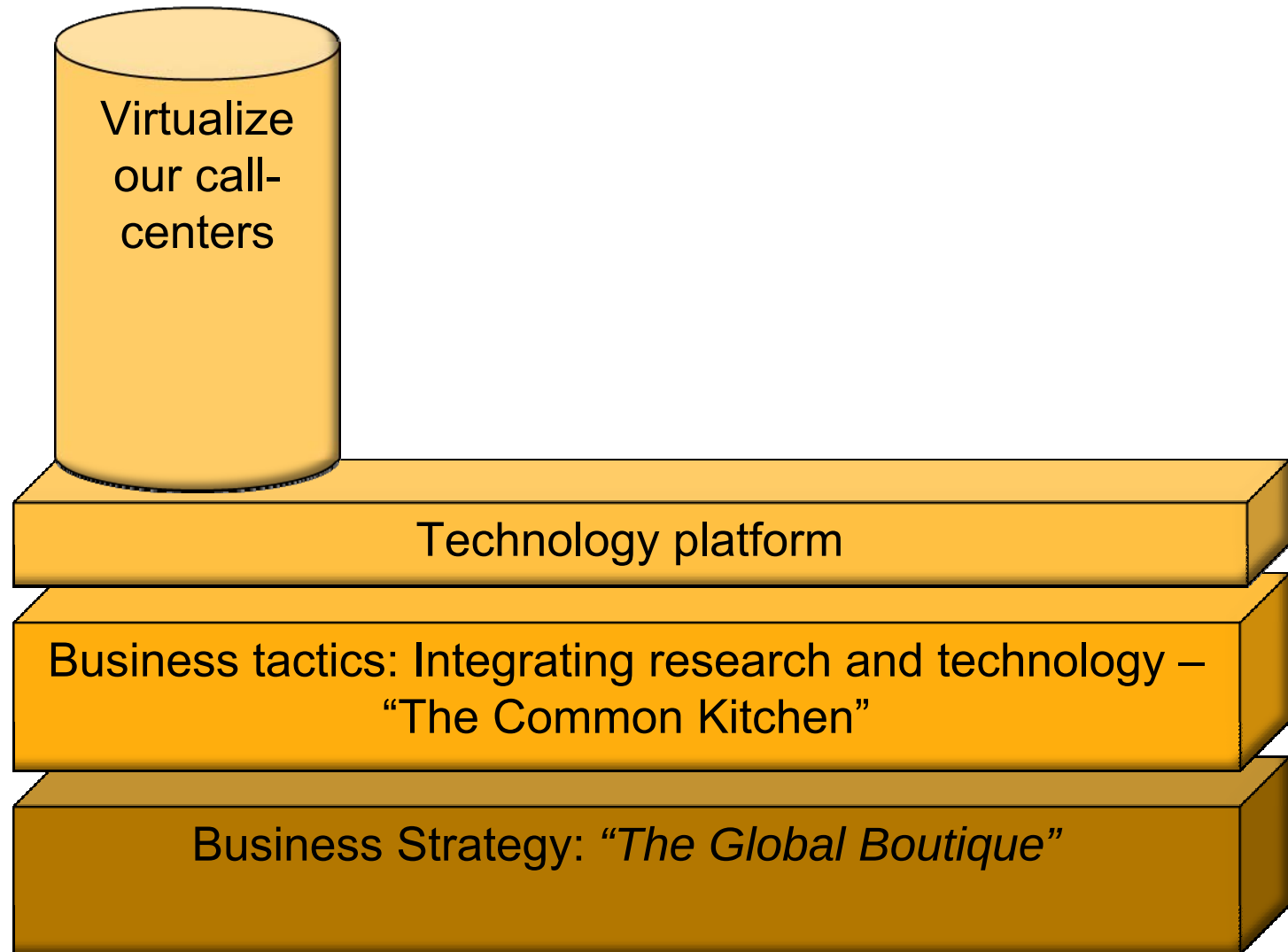
From Business Strategy to Three-pronged Technology Solution

Technology platform

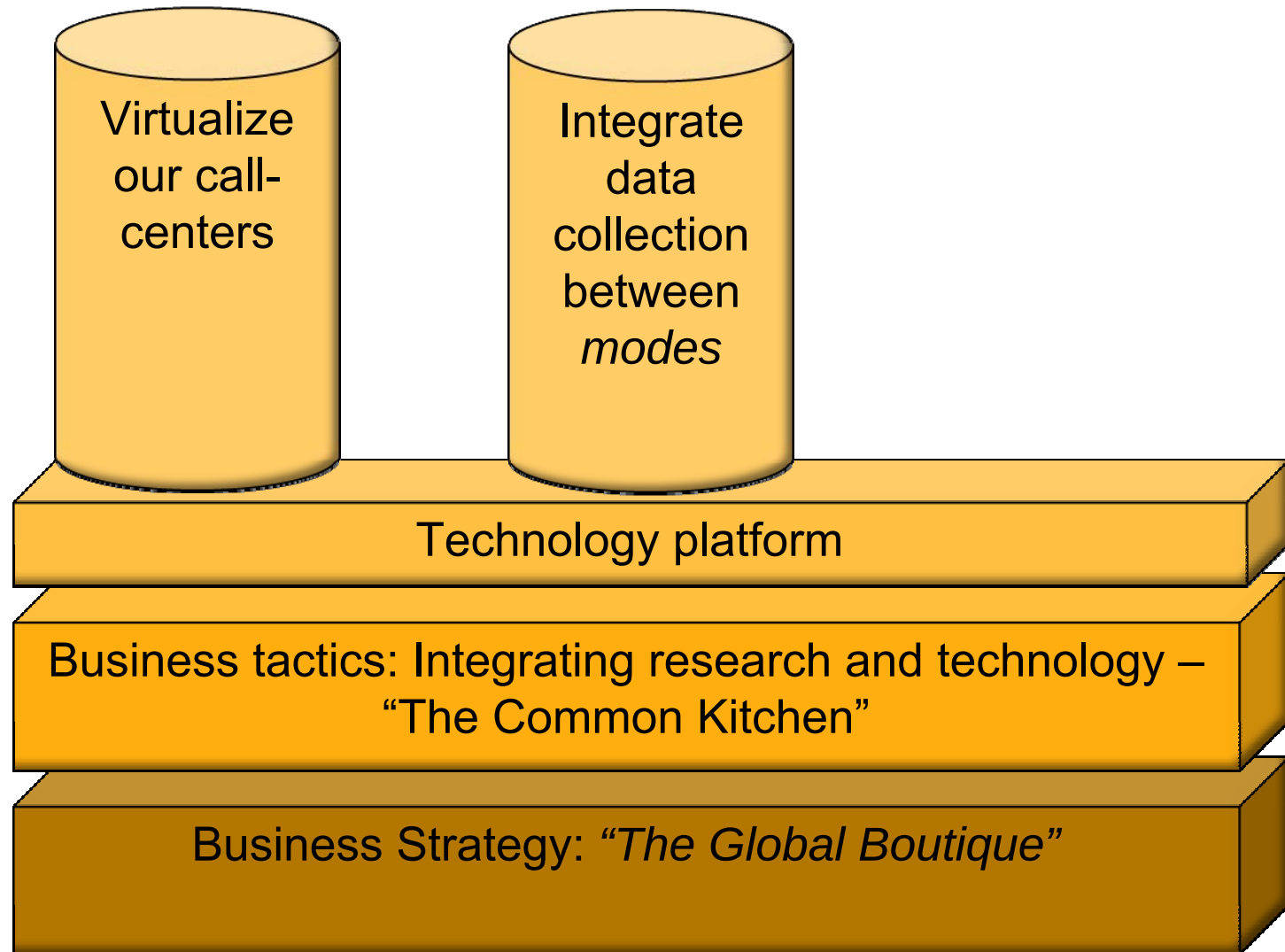
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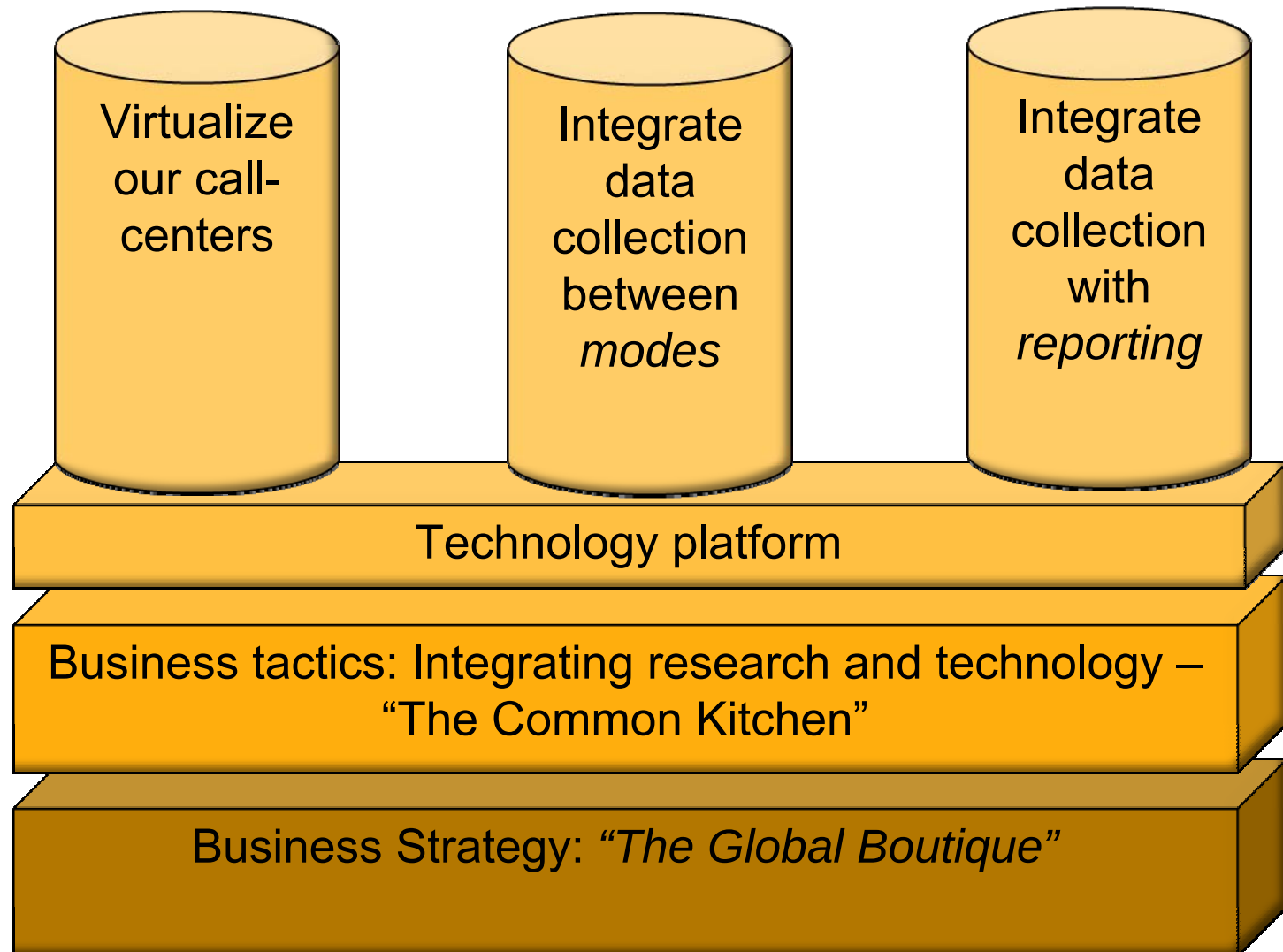
From Business Strategy to Three-pronged Technology Solution



From Business Strategy to Three-pronged Technology Solution



From Business Strategy to Three-pronged Technology Solution





Chapter 3

VIRTUALIZING OUR CALL-CENTERS

Call center challenges

...rising costs,
declining
response
rates?

How can we add
interviewers on
short notice?

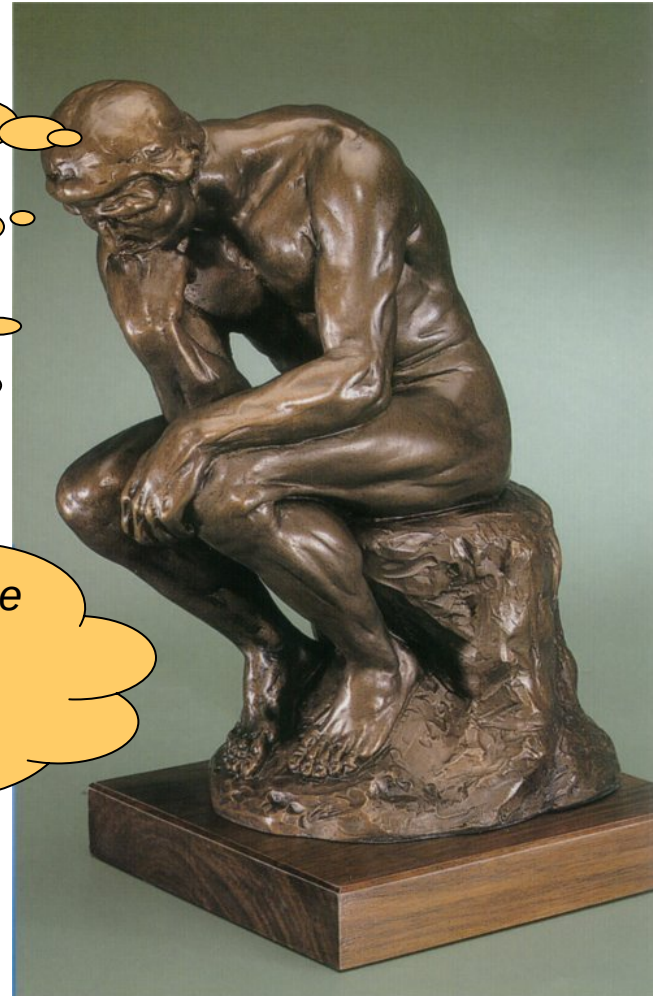
How can we
minimize fixed
costs?

How can we manage
quotas from multiple
locations?

How can we leverage the
investment in our 24/7
web infrastructure?

...support more
languages?

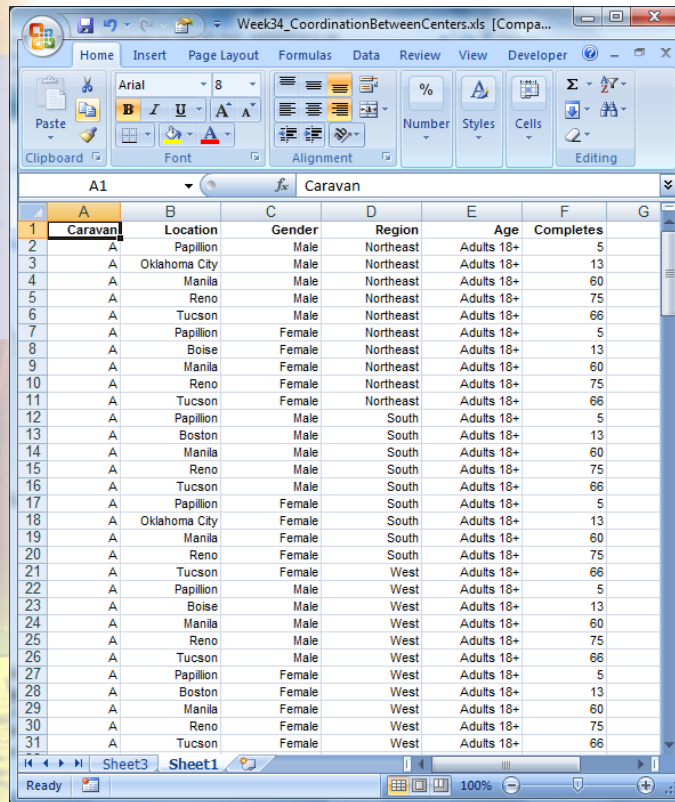
...retain specialty
interviewers?



How to ...manage quotas and sample?



- “Email coordination”
- Over-quota – on the toughest quotas
- Delays end of field
- Worst when sample or time are short
- Virtualizing enables us to centralize quota and sample management



	A	B	C	D	E	F	G
1	Caravan	Location	Gender	Region	Age	Completes	
2	A	Papillion	Male	Northeast	Adults 18+	5	
3	A	Oklahoma City	Male	Northeast	Adults 18+	13	
4	A	Manila	Male	Northeast	Adults 18+	60	
5	A	Reno	Male	Northeast	Adults 18+	75	
6	A	Tucson	Male	Northeast	Adults 18+	66	
7	A	Papillion	Female	Northeast	Adults 18+	5	
8	A	Boise	Female	Northeast	Adults 18+	13	
9	A	Manila	Female	Northeast	Adults 18+	60	
10	A	Reno	Female	Northeast	Adults 18+	75	
11	A	Tucson	Female	Northeast	Adults 18+	66	
12	A	Papillion	Male	South	Adults 18+	5	
13	A	Boston	Male	South	Adults 18+	13	
14	A	Manila	Male	South	Adults 18+	60	
15	A	Reno	Male	South	Adults 18+	75	
16	A	Tucson	Male	South	Adults 18+	66	
17	A	Papillion	Female	South	Adults 18+	5	
18	A	Oklahoma City	Female	South	Adults 18+	13	
19	A	Manila	Female	South	Adults 18+	60	
20	A	Reno	Female	South	Adults 18+	75	
21	A	Tucson	Female	West	Adults 18+	66	
22	A	Papillion	Male	West	Adults 18+	5	
23	A	Boise	Male	West	Adults 18+	13	
24	A	Manila	Male	West	Adults 18+	60	
25	A	Reno	Male	West	Adults 18+	75	
26	A	Tucson	Male	West	Adults 18+	66	
27	A	Papillion	Female	West	Adults 18+	5	
28	A	Boston	Female	West	Adults 18+	13	
29	A	Manila	Female	West	Adults 18+	60	
30	A	Reno	Female	West	Adults 18+	75	
31	A	Tucson	Female	West	Adults 18+	66	

...add interviewers on short notice?

The New York Times

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS
POLITICS WASHINGTON EDUCATION

Texas Coast Residents Flee From Hurricane Ike

Arizona Daily Star
www.dailystar.com® @ www.azstarnet.com®
Published: 08.11.2008

2-alarm fire damages business on Tucson's South Side

Cut cable slams web service in Egypt, India

12:50PM Thursday Jan 31, 2008

MUMBAI – A breakdown in an international undersea cable network has badly disrupted internet links to India and Egypt.

Egypt's Telecommunications Ministry said a communications cable in the Mediterranean was cut, disrupting 70 per cent of the country's internet network.

- Stuff happens!
- The “virtual call-center” allows us to re-allocate resources across multiple centers quickly
- By using “remote extensions” interviewers only need:
 - Browser and URL to the server
 - Login ID and password
 - Telephone that will accept an in-bound call

Login Info -- Web Page Dialog

Supervisor: Admin

Specify your position details in the field(s) below to enable audio monitoring for interviewers connected to the same dialer. Click cancel to continue without audio monitoring:

Supervisor Position

OK Cancel

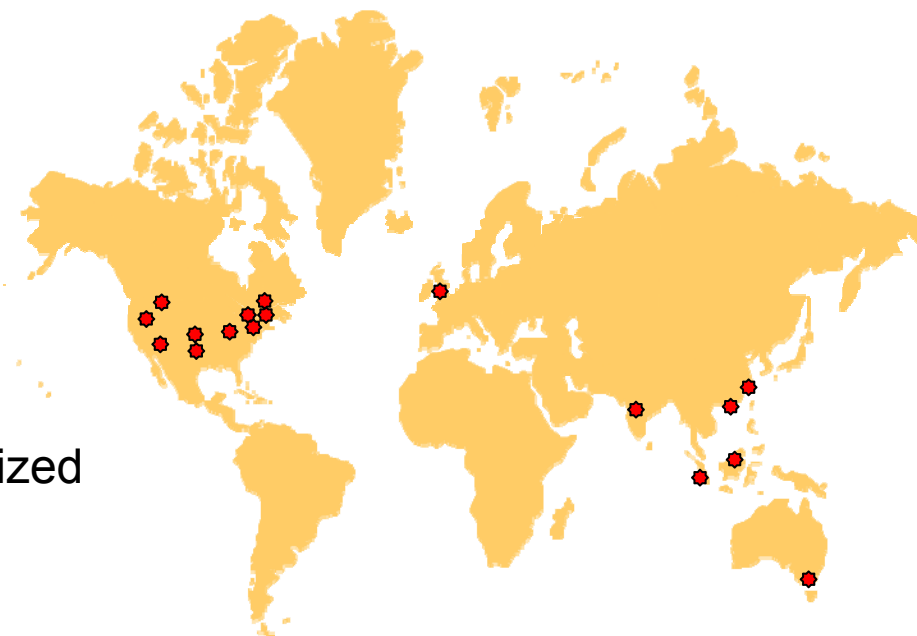
...minimize fixed costs?

■ Legacy - Each center had:

- Dialer(s)
- Dedicated phone circuits
- Capacity for largest study:

■ PASW Data Collection:

- Dialer, Servers, Circuits centralized
- Seats “virtually anywhere”



■ Virtualizing enables us to maximize resources by centralizing and sharing

- Remote QA monitoring, Time-shifted monitoring and QA

■ Virtualizing enables us to share with new centers and partners

...leverage 24/7 infrastructure?

■ Web environment requires (expensive):

- Non-stop power
- Non-stop internet
- Non-stop maintenance



■ Attaining leverage through:

- Common platform
 - SQL, IIS, hardware
- Browser-based CATI
- VoIP telephony
- Common programming, support team

A screenshot of a web-based survey interface. The top section contains fields for 'Id' (ID49), 'Name' (A B Smith), and 'PhoneNumber' (+44 123 4567). Below these is a 'Comments' field. The main area is titled 'SpontaneousQ' and contains the question 'Which brands have you heard of? PLEASE DO NOT READ OUT BRANDS.' followed by a list of five brands: Brand 1, Brand 2, Brand 3, Brand 4, and Brand 5. A text input field contains the number '23'. At the bottom are 'Previous' and 'Next' buttons. On the left side, there is a sidebar with 'Interview questions' and a list of items: ModeInfo, SpontaneousQ, PromptedQ, UseQ, HowOftenLoop, and ThankDisplay.

...support more languages? ...retain specialty interviewers?

Welchen Status hat die Befragung?
¿Cuál es el estatus de esta entrevista?

Wat is de status van dit interview?
Hvilken status har dette interview?

สถานะของการสัมภาษณ์

Başarıyla tamamlanmış

?

?

Qual'é lo stato di questa intervista?
?

Каков статус данного интервью?

Apakah status bagi temubual ini?

¿Cuál es el estatus de esta entrevista?

I vilket status befinner sig denna intervju?

Qual é o ponto de situação desta entrevista?

Electrophysiology biventricular ischemic
intrathoracic defibrillators ?

Echocardiogram comorbidities dyssynchrony
fibrillation ablation?

- Minor languages and specialty skills require flexible work hours
 - E.g. 30 minutes of calling for appointments
- Perfect for qualified work-at-homes

Virtual Call Centers Has Enabled:

A GLOBAL IT MANUFACTURER

Requirement:

- Augment existing web project with phone interviews for low-cost
- Quickly add in-country interviewers in dozens of countries
- Manage global project from three continents
- Nightly sample delivery and nightly reports delivered to appropriate managers

Solution:

- Single PASW Data Collection survey instrument for all countries, phone and web
- New call centers added with no capital expense (URL, phone-line)
- Centralized call center management across languages, countries, time-zones
- Consistent survey instrument across centers, languages

A LEADING NEWS MEDIA BROADCASTER

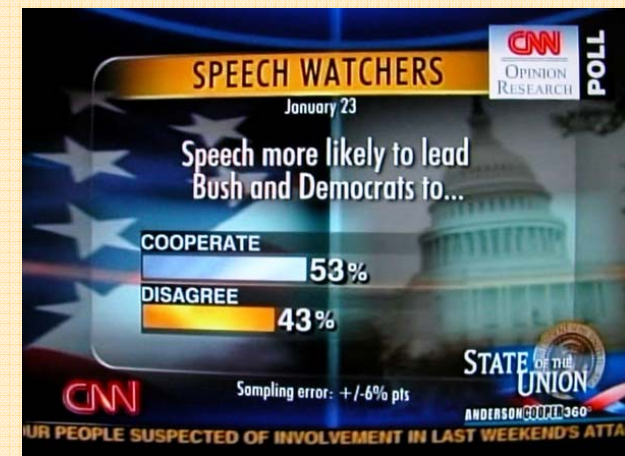
Requirement:

- Access to accurate and timely polling data
- Reputable research partner



Solution:

- Weekly co-branded poll
- "Research on research" to prove accuracy of methodologies
- Rapid scaling of call-center staff
- Pre-screens for quick turn-around polls (e.g., Presidential State of the Union results within 45 minutes)



A vertical decorative bar on the left side of the slide. It features a green and yellow gradient at the top with faint numbers (7, 6, 3, 2, 9, 8, 0, 2) and a blue circular pattern. Below this is a red and orange gradient, and at the bottom is a yellow gradient with a blurred image of a computer keyboard.

Chapter 4

INTEGRATING DATA COLLECTION BETWEEN MODES



Multi-mode Challenges

- Hard to reach populations
 - Drs, Nurses, IT Professionals
 - International
- Declining response rates
- Panel limitations
- Cell phone-only
- Smart-phone
- Modal bias vs. Cultural bias
 - Whenever and however they are ready:
 - Email, Web, Phone, Fax, Cellular, SMS, Mail, FTF

Integrated Data Collection Enabled: Multi-Mode Data Collection

A LEADING TECHNOLOGY SERVICES BUSINESS

Requirement:

- Worldwide Customer Satisfaction research in 75 countries
- Phone, Web, FTF and Paper with data-entry

Solution:

- Single survey program with PASW Data Collection supporting all four modes
- Single centralized Sample. Quota and Data management database
- Program once - deploy many

A LEADING STOCK EXCHANGE

Requirement:

- Interview CEOs and CFOs of firms with large market capitalization

Solution:

- Elite team of Executive Interviewers recruits and interviews CEOs and CFOs for in-depth interviews
- Regular on-line self-completion "pulse" interviews
- Provide quantitative and qualitative findings for annual marketing publication



Classified Projects														
Project Name	CNN 3/5-3/11		Study Number	1000	Project Manager	Ken Platt	Start Date	3/5/2007	End Date	3/11/2007	Shown in Sample Knowledge	CTF Overhead File	Refresh	
Quota	1000	Budget Hours	500	Budget CPH	1.70	Target PH	1.70	Budget Revenue	\$11,760.00	Allocated Revenue	\$11,760.00	Max Budget Hrs	500	CTF Overhead File
Budget Length	14	Actual Length	14	Car A Length		Car B Length		Team Length		Team Length		Study Comments	Quota	500
Study	Date	File Name	CTF	Hours	Completes	Quota	CPH	Budget CPH	Eff	Cash	Target CPH	Target Eff		
CNN 3/5	3/5/2007	050000	Tuesday	200.0	340	12064	1.50	1.70	88.17%	\$0.00	1.40	101.07%		
CNN 3/5	3/10/2007	090000	Rep	9.25	13	466	1.41	1.70	82.64%	\$0.00	1.40	94.96%		
RENA	Tuesday	11.25	130	402	11.66	1.70	679.47%	\$0.00						
RENA	Tuesday	197.0	324	10761	1.69	1.70	99.31%	\$0.00	1.40	113.05%				
RENA	Rep	83.5	140	4932	1.77	1.70	104.22%	\$0.00	1.40	119.76%				
RENA	Tuesday	2.5	20	102	8.00	1.70	470.40%	\$0.00						
RENA	Tuesday	144	231	6950	1.60	1.70	94.33%	\$0.00	1.40	108.13%				
CTF	Total Completes	Total Hours	CPH	Budget CPH	Efficiency	Target CPH	Target Efficiency							
Tuesday	911	572.5	1.59	1.70	93.57%	1.70	93.90%							
Tuesday	160	13.75	10.91	1.70	641.45%	1.70	641.71%							
Rep	161	92.75	1.74	1.70	102.07%	1.70	102.11%							

Integrated Data Collection Enabled: Improved Project Management and Control

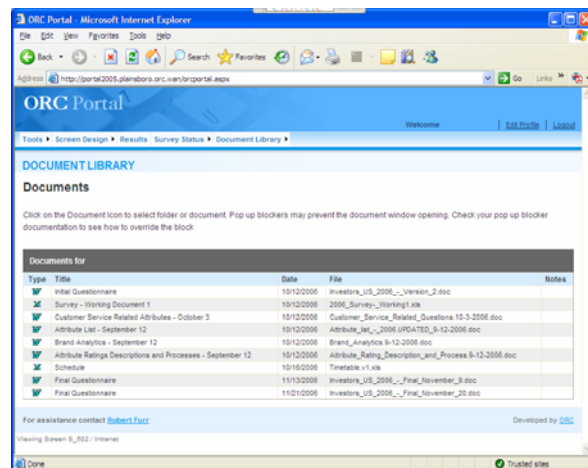
A LEADING MEDICAL EQUIPMENT SUPPLIER

Requirement:

- Manage interview process with Doctors and Medical Specialists

Solution:

- Protocol to support FAX, email, appointments, in-bound calls, off-hours calls
- Extensive training and QA process to support complex medical terms and pronunciation
- Digital recordings (MP3s) delivered to on-line portal to maximize "voice of the customer" experience



A LEADING UTILITY CONGLOMERATE

Requirement:

- Structure and manage tracking study to improve customer satisfaction with utility companies nationwide
- Program to meet BPU regulation requirements and drive to actionable improvements

Solution:

- Continuous, interim reporting drove realization that satisfaction was highly correlated with quality of in-person service
- On-line access to results fostered acceptance of best-practice recommendations from regions with exceptionally high satisfaction scores
- Program altered to focus on fewer, but highly influential service calls, which drove up overall satisfaction.

A LEADING SCIENTIFIC INSTRUMENTATION SUPPLIER

Requirement:

- Manage world-wide research in dozens of countries with daily status updates

Solution:

- Daily on-line reports provide single point of control for management of domestic, international and out-source interviewers

Integrated Data Collection Simplified: Complex Survey Design

A LEADING PACKAGE DELIVERY FIRM

Requirement:

- Determine minimum acceptance level of clarity for digitally captured signatures

Solution:

- Telephone recruit - required by sample
- Web survey – required by visual component with high interaction
- Online adaptive conjoint study utilizing images of signatures in various levels of readability, exploring clarity and acceptance levels

OPINION RESEARCH CORPORATION

Please mark one circle that indicates the level of usability for these two images. If they are equally usable, mark the circle in the middle. Which image of these two is more usable for your normal business purposes or needs? You may select any level of usability from 1 to 5, depending on how much more usable the image is for your normal business purposes or needs.

Left image more usable: 5 4 3 2 1 Right image more usable: 1 2 3 4 5

Equally usable: 0

Next

A LEADING RESEARCH OMNIBUS SURVEY

CARAVAN® Omnibus

Requirement:

- Address increasing number of cell-phone only households

Solution:

- Integrated with dialer-based landline survey
- Weighted and balanced



Chapter 2

INTEGRATED REPORTING



Reporting Challenges

- Rapid Deployment
- High Costs for Customization
- High-Cost of re-work when adding modes
- Real-time reporting for all modes
- Whenever and however they are ready:
 - Email, Web, Phone, Fax, Cellular, SMS, Mail, FTF

Integrated Reporting Enabled: Simple, Cost-Effective Reporting

A LEADING SMART PHONE PROVIDER

Requirement:

- Simple, real-time access to project status

Solution:

- On-line portal with schedule, contact information and current project status
- Real-time quota status with single-click per-quota drill-down.

A LEADING RESEARCH OMNIBUS SURVEY

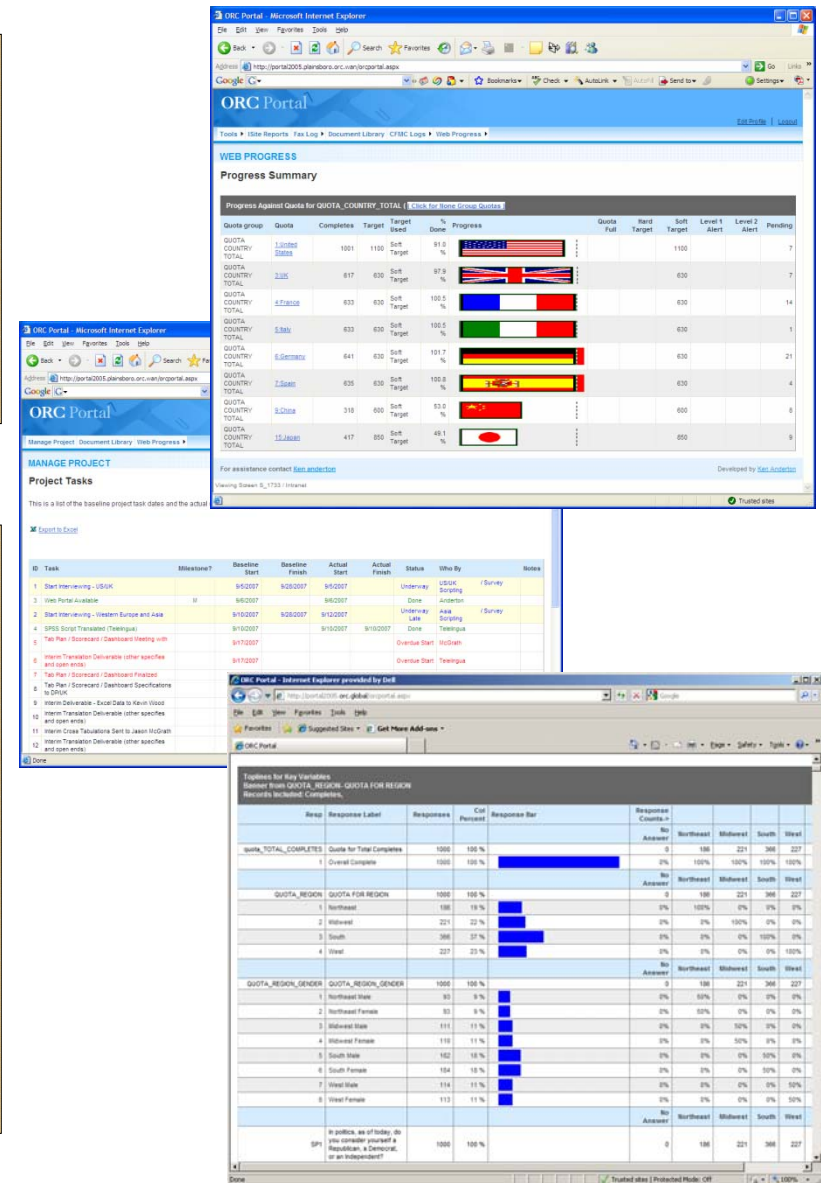
CARAVAN® Omnibus

Requirement:

- Rapid data delivery collection and delivery of low-cost, multi-client research

Solution:

- Three-day turn-around from questions to 1000 weighted respondents to "in-hand" tables
- ISO-9000 Certification ensures adherence to rigorous quality-driven process
- Results delivered by email or FAX per client request
- Real-time top-line reports on any variable available during field



Integrated Reporting Enabled: Interactive Data Analysis

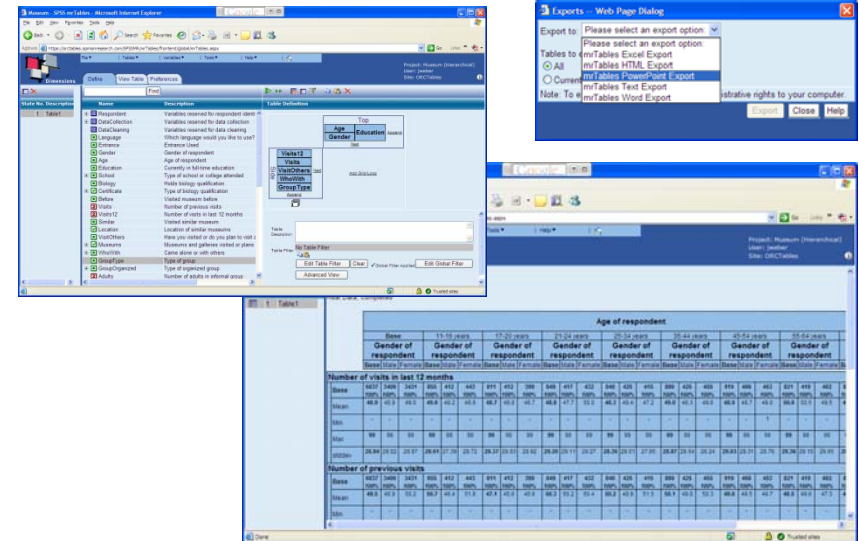
A LEADING INTERNET SEARCH FIRM

Requirement:

- Rapid access to timely data
- Support for data exploration

Solution:

- On-line portal hosts all documents and reports
- Pre-defined reports available on-line, updated hourly
- Interactive “slice and dice” cross-tabulations available, data updated daily
- Reports can be generated directly to Microsoft PowerPoint and Excel



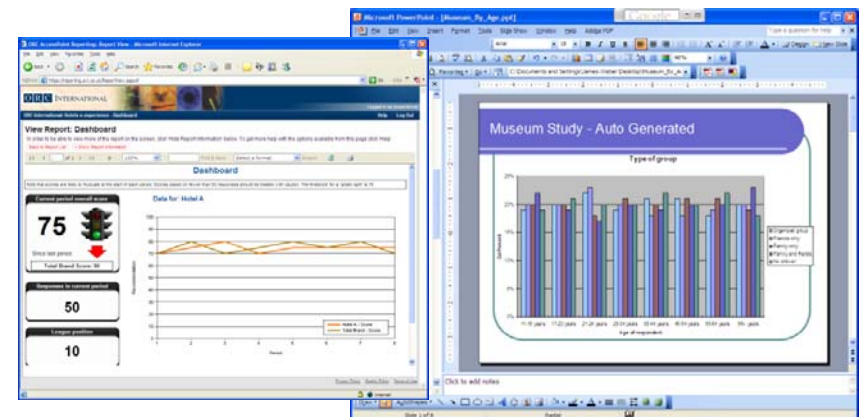
A LEADING INTERNATIONAL HOSPITALITY FIRM

Requirement:

- Interactive reporting per-region and per-property

Solution:

- On-line portal supports customized reports and drill-down data exploration
- Reports can be generated directly to Microsoft PowerPoint and Excel



Integrated Reporting Enabled: Customized Reporting

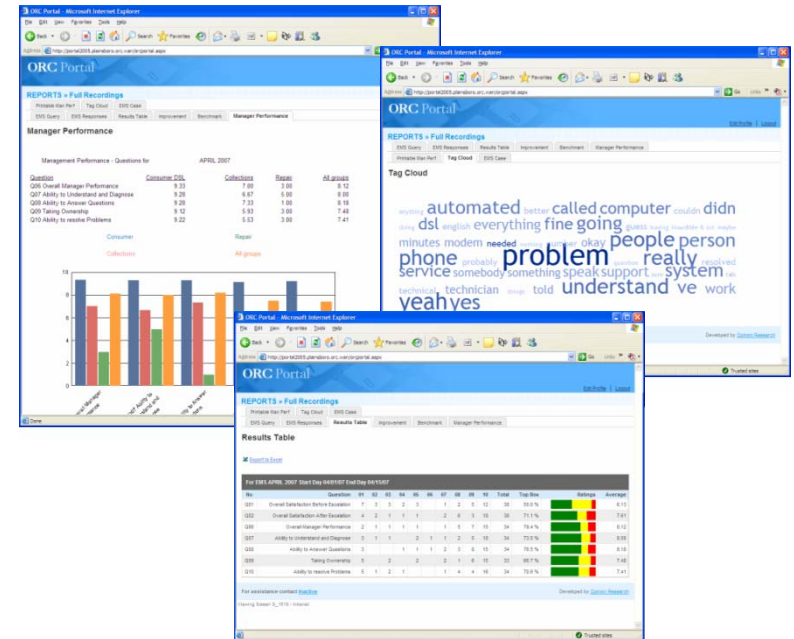
A LEADING DATA COMMUNICATIONS SUPPLIER

Requirement:

- On-line data-exploration portal that supports interactive reporting with charting
- First-level analysis (highlighting) should alert users to problem areas

Solution:

- Custom portal support real-time filtering and reporting for any cut of cleaned data
- Text analysis displays graphical representation of verbatim comments
- Built-in comparisons, color-coding and sorting highlight problem areas and successes – speeding and standardizing analysis



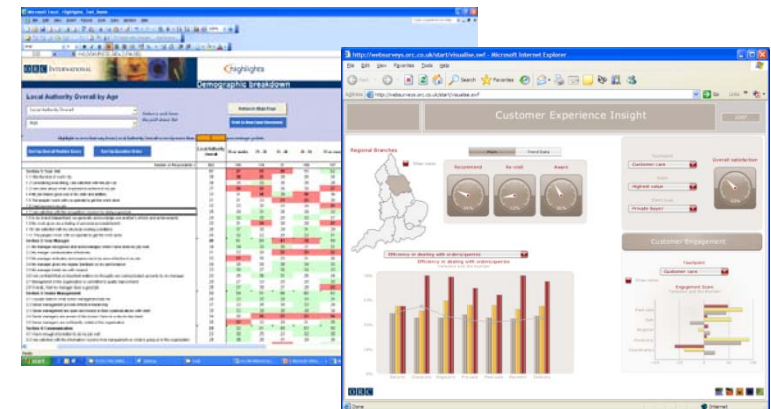
A LEADING NATIONWIDE RETAILER

Requirement:

- Email customized per-store reports in PDF and Excel

Solution:

- On-line portal to manage Store quota and contact lists
- Reports defined to meet client's specific requirements
- Automated monthly reports emailed to stores





Chapter 4

CHALLENGES AHEAD



Multi-mode Challenges

- Smooth modal transition
 - “Shadowing”
 - Synching validation for disconnected modes
- Mode-based assumptions, e.g.
 - When to prevent access to a completed interview
 - Costs for mediated vs. Non-mediated modes
- Shorter surveys for Cell and Mobile devices
- Round-the-clock management
 - Month-end process
 - Round the clock team coordination
- Real-time vs. Finalized data
- Labor costs for Cell-phone only
- International Privacy Requirements



Chapter 5

CONCLUSIONS



Conclusions

- Successful implementation of Multi-Mode Research has:
 - Reduced friction of data flow from the consumer/customer/respondent to the client/business owner
 - Sped delivery – for faster decision making
 - Improves accuracy – a genuine reflection of the respondent
 - Enabled ORC to deliver on our business strategy “The Global Boutique”
- An Integrated Research Platform has enabled delivery of
 - Call-Center Virtualization
 - Multi-mode Research
 - Integrated data reporting

> Q&A

SPSS

- Your questions?
- Your experiences?

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