

Offline

SSI Telephone Data Collection Services:

Put the Industry's Largest Professional Interviewing Team to Work for You, Getting the Answers You Need from Any Audience You Target—Consumer, Healthcare or B2B

What Are SSI Telephone Data Collection Services?

The Most Trusted and Experienced Telephone Interviewers, Conducting More than 6 Million Interviews a Year

SSI Telephone Data Collection Services are the world's most trusted solution for interviewing consumer, B2B and healthcare audiences around the globe. With more than 2,500 experienced interviewers throughout our integrated network of telephone interviewing centers in the US and Philippines, we conduct over 6 million interviews every year. We have the scope and the skills to meet all your telephone interviewing needs—whatever your target population or geographic focus.

SSI lets you reach around the world, with in-house interviewers fluent in English, Spanish, Portuguese, French and German. In addition, we can tap into our network of professionals to cover any added languages you need to support your research.

Every member of our team is rigorously trained across the total spectrum of interviewing techniques, including Voice of the Customer programs...public opinion measurement...phone-to-Web recruiting...executive interviewing...and more. Whether your project needs a personal touch, a customer advocate or the guidance of an experienced researcher, SSI Telephone Data Collection Services can optimize your success.

Why Are SSI Telephone Data Collection Services Critically Important Now?

SSI Interviewers Are Trained to Meet the Challenges of Today's New Environment—from Rising Cell Usage to Falling Cooperation Rates

Researchers know that 98% of US households can be reached by telephone. Therefore, telephone remains the first-choice mode for political polling, public release and market research studies that require the highest representativeness, coverage and projectability.

Telephone research is facing new challenges, however. Landline ownership is declining, while cell-only households are on the rise—particularly among young, Hispanic and lower-income segments. As a result, interviewers must deal with new hurdles—from more respondents who don't speak English to more participants who are away from home. In fact, a study by Lavrakas, Tompson and Bedford finds that about a third of cell phone surveys are completed by someone who's not at home.

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SSI interviewers are trained to navigate today's complex environment and get you accurate responses—wherever a participant may answer a call. We even have bi-lingual interviewers to ensure you never miss a potential participant. Plus, as part of SSI, we can work with you to develop the optimal telephone sampling plan—whether it includes landline, wireless or a combination—to access your target respondents.

What Unique Value Does SSI Telephone Data Collection Services Deliver?

Dedicated Interviewers...Efficient Facilities...and Access to the Industry's Highest-Quality Landline and Wireless Sample

SSI Telephone Data Collection Services offer unique advantages:

- **The industry's largest, interviewing team.** With 2500+ interviewers in a modern network of telephone centers, SSI has the capacity to handle every telephone interviewing project—whatever the size or scope.
- **Dedicated, professional interviewers.** SSI draws talented graduates from nearby universities to build focused interviewing teams. After stringent background checks, all team members are highly trained in telephone interviewing techniques before they are assigned to live projects. Then, we continually monitor and coach them to ensure the highest-quality results.
- **The most efficient and effective interviewing facilities.** SSI has put our experience to work, re-designing the interviewing environment to deliver the best results. We've updated and standardized all our interviewing facilities to enhance project management, quality control and communication.
- **Access to SSI's top-quality landline and wireless sample.** SSI can help you build representative samples—using landline, wireless or both—that yield accurate results. Whatever audience you're targeting we offer methodologies that deliver the optimal sample, including RDD (Random Digit Dialing), EPSEM (Equal Probability Selection Method) and Cluster Sample (for political polling).

How Do I Get More Information?

To learn more about how SSI can support the success of your telephone data collection projects, please contact us:

- **In North America:** +1 203 567 7200 or info@surveysampling.com
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