

COMPUTER ASSISTED TELEPHONE INTERVIEWING (CATI)

Gather critical customer feedback through outbound customer feedback surveys.

Some of the most valuable information about your operations comes directly from your customers. Give them a sounding board for feedback with Computer Assisted Telephone Interviewing (CATI) outbound surveys from Market Force Information.

Whether calling from a proprietary, purchased or random-digital list, our CATI outbound surveys gather customer attitudes, perceptions and preferences. Experienced interviewers are trained to reach out to general and targeted niche markets. Our program design and incentive experience generates participation, and through years of improving our survey design, we know how to ask the right questions to get your customers talking honestly about their experiences.

MEASURE

- Reasons behind customer choices like items/services purchased
- Customer satisfaction with overall on-site experience, including likelihood of returning and/or referring friends
- Customer perception of specific operational areas, such as staff knowledge, customer service and site cleanliness
- Specific problems or complaints and whether they were resolved
- Frequency of visit, items purchased and services used
- Actual customer experience versus expectations
- Recall of promotional programs and presentations

SO YOU CAN

- Develop effective strategies to leverage strengths and improve areas where customers' expectations are not being met
- Immediately respond to customers' problems and complaints through personal communication and strategies developed to address the root causes of dissatisfaction
- Guide strategic changes in areas such as product offering and promotional communications



CATI PROGRAM FACTS

- Outbound calling to general or targeted list
- Supports a variety of question types, branching and skip logic
- Expertise in driving response rates

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.