Integrating Multi-modes
IVR, Web, Paper

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Framework: Surveys of today and tomorrow…

- CATI / CAPI
- Web
- IVR
- SMS
- PDA
- Kiosks
- Mail / Paper
- Scanners

Integrated Survey Data
Technology Features that Facilitate Multi-Mode Goal

- Share databases and lookups across modes
- Share ‘look and feel’ of the survey interview
- Apply common business logic regardless of mode or data collection interface
- Fully integrate data from any mode or data collection interface into a centralized database
- Improved consistency in metadata
<table>
<thead>
<tr>
<th>Characteristics</th>
<th>IVR</th>
<th>Web</th>
<th>Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible population:</td>
<td>All persons with phone service</td>
<td>All persons with web access</td>
<td>All persons</td>
</tr>
<tr>
<td>Input:</td>
<td>Aural</td>
<td>Visual &amp; Aural</td>
<td>Visual</td>
</tr>
<tr>
<td>Reading required:</td>
<td>No</td>
<td>Yes, with ability to support section 508</td>
<td>Yes</td>
</tr>
<tr>
<td>Pace:</td>
<td>Application set</td>
<td>Respondent set</td>
<td>Respondent set</td>
</tr>
<tr>
<td>Access to interviewer:</td>
<td>Directly from application</td>
<td>Directly from application</td>
<td>External to application</td>
</tr>
<tr>
<td>Place of contact:</td>
<td>Anywhere with phone service</td>
<td>Anywhere with internet access</td>
<td>Depends on delivery method…</td>
</tr>
<tr>
<td>Range of question types</td>
<td>Most limited</td>
<td>Least limited</td>
<td>Somewhere in between</td>
</tr>
</tbody>
</table>
Features of IVR Interface

• Outbound capability as well as inbound
• User device determines portability, not dependent on build of application
• Methods to address confidentiality needs
• Flexibility in terms of speech or touch tones
• Provide help options & smart error-handling
• Very scalable, supports multiple languages
Example IVR

We’ll demonstrate to you

• Authentication
• Introduction and Global help
• Question/Response
• Confirmation/Correction
• Completion/Post processing
Features of Web Interfaces

• User device determines portability
• Multiple paths (Email link, direct URL access, through project website, etc.)
• Methods to address confidentiality needs
• HTML or fill-able PDF formats
• Provide help & smart error-handling
• Very scalable, supports multiple languages
Example Web

We’ll demonstrate to you

• Authentication
• General help and information
• Question/Response
• Completion/Post processing
Paper and Electronic Paper Interface

• Low tech
• Portable
• Can support measure of pre-filling and customization
• Business rules applied without respondent interaction
• Supports multiple languages
Forms Data Capture Capabilities

- COTS
- High volume processing
- Multi-mode integration
- Workflow management
- Image management
- Centralized or distributed model
- Structured vs. unstructured
- Electronic or hardcopy collection
Capture and Verification Capabilities

- Out of box interfaces
- Barcode and Form ID recognition
- Automated work flow
- Automatic data extraction
- Apply business rules
Data Capture Demonstration

We’ll demonstrate to you

• Data captured from electronic or hardcopy forms
• Paper trail ends at scanner
• Consistent processing across formats based on verification instructions and embedded editing
Integrated Database Access

• Flexible export from the interfaces
• Survey metadata
• Links to post processing and delivery operations
Reporting Example

We’ll demonstrate to you
• Authentication
• Custom Analyses
• Drill-down navigation
• Filtering
• Multiple output formats
• Multi-modes survey solutions more common and likely to increase

• Select modes for survey based on error properties, cost – optimize to attain primary objective

• IVR, Web and Paper

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