

EV Consulting offers a new solution for conducting cost-effective and fast market research with CATI

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Yerevan

EV Consulting set up and operates a state-of-the-art CATI (Computer Assisted Telephone Interview) studio with TCI technology allowing high quality interview recording. We have selected the world leading vendors of this technology: ConfirmIt, the supplier of proprietary software Bellview Fusion with TCI module, and Intel, the supplier of station interface and media board cards for autodialing and recording of interviews. The TCI technology embedded in CATI system enables recording all telephone interviews to monitor fieldwork performance and use automatic dialing to reduce project time.

Five key advantages of using CATI

1. **Shorter fieldwork time:** Getting quick results on wide samples of population with large geographic spread.
2. **Wider reach of respondents:** Reach special groups of respondents (especially high income group) who are otherwise not accessible.
3. **Higher quality of data:** Providing higher quality and accuracy in data collection and processing.
4. **Better interview control:** Providing stricter control by 100% interview recording and possibility of monitoring the ongoing fieldwork process by Client.
5. **Lower cost:** Reducing costs per effective interview by eliminating additional costs related to transportation, questionnaire printing and tabulation.

All CATI interviews are strictly controlled and supervised by project and fieldwork managers. We carry out CATI trainings for interviewers before each project.

Some possible market research examples which can be conducted by CATI are:

- Customer satisfaction studies
- Brand benchmarking and market segmentation studies
- Brand awareness and loyalty studies
- Ad effectiveness assessments, etc.

EV Consulting is ready to work with you to identify your market research needs and design a study addressing those needs. To learn more about our market research offerings and other service lines, please, visit <http://www.evconsulting.am/en/ServiceLines/>

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EV CATI Studio at work!

