

Interactive Intelligence Inc.®
Deliberately Innovative



Intomart GfK - market research with IVR?

Intomart GfK is well known name in The Netherlands: for over 35 years the company has been responsible for opinion research and broadcast ratings for television and radio.

Intomart GfK is based in the centre of Hilversum and is part of the GfK network: a cooperative network of market survey agencies in 55 countries.

Technology in brief

Hardware

- Server - Industrial telephony server, redundant power, Pentium III, 800 Mhz processors
- IVR - based on CIC of Interactive Intelligence, rich functionality, highly flexible and easy to adapt, integration with external database is an option

Software

- CIC 1.3 C
- Microsoft Windows NT 4.0
- SQL Database

Telecom

- KPN (1 x ISDN30)
- PC Anywhere for Remote Access

The Problem

Calling respondents and processing their answers is usually very labour intensive along with the fact that some target audiences are hard to get hold of. Intomart GfK has some long running projects that involve so called panels: a group of people that will be contacted on a regular basis. To increase the efficiency and effectiveness of all parties involved the concept of self service was looked into.

The solution

Intomart GfK uses IVR - Interactive Voice Response- in two specific projects. Respondents call Intomart GfK and answer questions generated by an automated system. This involves using the number signs on the phone but also offers the option for recording spoken answers. All data is processed in due time by an employee.

The result

For both the respondents and Intomart GfK this has proven to be an efficient and effective way of doing market research. The option to call in any time of day is definitely being used - respondents call when it suits them best, even on the weekends and late in the evening. Because of the structured way of questions and answers processing the data from the system is more efficient and costs significant less man power.

"IVR IS VERY SUITABLE TO USE WITH PANELS, PARTICIPANTS WE HAVE A RELATIONSHIP WITH AND WHO WE CAN BRIEF IN ADVANCE ON HOW THEY WILL REPORT."

NICO TERSCHEGGET, DIRECTOR OPERATIONS, INTOMART GfK GROUP



www.newtelessence.com

Intomart GfK

Nico Terschegget is the Director Operations at Intomart GfK and responsible for the operational support of the total company. To realise this he relies on a call centre with 160 seats, 25 employees in ICT support, a mail room, a print centre, a pool of 325 call centre agents and 700 available trained interviewers throughout the country.

"We are responsible for the realisation of survey projects. We write the scripts and questions, we do the interviews either by phone or person to person and we process the data in a way that makes it possible to compile a good report."

The problem

Calling people and processing the answers is generally speaking a labour intensive task and some target audiences are more difficult to reach. Intomart GfK uses IVR - Interactive Voice Response - for two specific projects. Respondents dial in and answer questions from an automated system either by pressing the buttons on the phone or by speaking on tape.

The responses are collected and processed by an agent

Using IVR seems contradicting for a market survey agency but in the end it is a win-win situation for both parties involved: the respondents call whenever it suits them best and the agency can efficiently process the data.

Survey about pharmaceutical representatives

Jan Schipper Compagnie, a market survey agency specialised in the pharmaceutical industry, uses the services of Intomart GfK for surveys with general practitioners and specialists about their experiences with representatives of pharmaceutical companies, especially about the message they have relayed and what the doctor has remembered of it.

Nico Terschegget: "This group of respondents is generally speaking very difficult to reach. That's why we have decided to turn it around: we ask them to call us at a time that is convenient for them." Practically speaking this means that after every visit from a representative the doctor calls a free phone number and answers eight questions, either by pushing the buttons on the phone ("Have you spoken this representative before? Press 1 for yes, press 2 for no") or by speaking ("What was according to you the main message during this particular visit?")

These calls are recorded and the results are processed by Intomart GfK so Jan Schipper Compagnie can report the results. On a yearly basis around 15,000 interviews are being processed this way and in the last three years with the software of Interactive Intelligence. Newtel Essence has implemented this system and also built an application that converts the recording into MP3 format to facilitate the play back and reporting process.

"For the participating physicians as well as for us this has proven to be an effective and efficient way of conducting a survey", according to Terschegget. "We have found out that people call in at all times and hours, even on the weekend and late in the evening. Processing the data is simplified by the way the questions and answers are structured, it makes it more efficient and costs significantly less labour."

Is the mail on time?

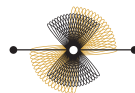
IVR is also in use for a completely different survey of Intomart GfK; a continuous survey to check the delivery times of the mail. Panels have been composed for both the sending and receiving of the mail, spread statistically correct all over the country. Members of the sending panel receive per four week cycle a number of mail pieces and a send list indicating what and when should be sent.

The senders call a number and through IVR they indicate which mail pieces they have put in the mailbox at what time, this saves Intomart 25,000 calls every year.

Conclusion

Nico Terschegget summarizes: "IVR is very suitable to use with panel members, respondents that we have an existing relationship with and whom we can brief on how we would like them to report. But we are also considering the possibility of having a call centre agent making the first contact and asking if someone would be willing to answer some questions with the help of a computer. When the answer is affirmative IVR will take over the call."

And about his suppliers: "An organisation as ours depends very much on communication technology. We are very happy having such a stable system as Interactive Intelligence. And Newtel Essence is a perfect partner: they know their business and have flexible solutions. No wonder they are our supplier from way back."



INTERACTIVE INTELLIGENCE

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Interactive Intelligence Inc. (Nasdaq: ININ) offers business communications innovation, experience and value with software solutions for enterprise IP telephony, contact center automation, customer self-service, and unified communications and messaging. The company was founded in 1994 and has more than 1,500 customers worldwide. Recent awards include Software Magazine's 2004 Top 500 Global Software and Services Companies, the 2004 Network World 200, and Frost & Sullivan's 2004 Product Innovation Award. Interactive Intelligence employs approximately 350 people and is headquartered in Indianapolis, Indiana, U.S.A. The company has 12 offices throughout North America, Europe and Asia Pacific. The European corporate office is located in Uxbridge, England, and serves more than 250 customers throughout EMEA.

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