

Call Center

Quality research begins with data collection. The Morpace Telephone Center's objective is to deliver the highest interviewing quality for both BTB and consumer survey research.

- Our interviewers are hand-selected for their professionalism and interviewing experience.
- Interviewing staff undergo an extensive interviewing and training process, followed by close supervision, monitoring and per-project training.
- Our staff of interviewers specialize with business-to-business research. We recognize what it takes to successfully reach senior level decision-makers, and have the skills to keep them engaged throughout your survey.

Interviewing stations are networked directly to our Data Programming Center, reinforcing data quality and yielding quicker turnaround.



Special Features

- Digital interview recording
 - Digital audio broadens listening formats to include computers, laptops and even MP3 players.
- Capability for a seamless transition between methodologies, i.e., from telephone interviewing to Internet.
- Client monitoring onsite or remotely.

Please contact Morpace at 248.737.5300 or information@morpace.com for more information.