

# Interactive Voice Response (IVR)



Integrated Voice Response (IVR) research provides a cost effective range of applications and benefits, from detailed satisfaction and product testing results to accurate and reliable user and attitude studies. Applications include:

- Customer Satisfaction (CSAT)
- Employee Feedback (ESAT)
- Call Center Satisfaction
- Patient Satisfaction
- Product Testing
- User and Attitude Studies

Benefits to an IVR system include:

- Data collection - 24 hours a day, seven days per week as needed
- System can be fully automated, eliminating the need and cost of interviewers
- Consistent presentation of questions
- Program flexibility quickly accommodates changes
- Prerecorded messages can be used, edited or updated as needed to adapt to respondent feedback
- Message can be pre-recorded by a company spokesperson
- Multilingual capabilities
- Less intrusive to respondents because they can participate at their own convenience

## In-Bound Process:

IVR is easy and convenient for respondents. They are invited to participate in the study through various methods, i.e. POS (point of sale) receipt generated invitation, email, U.S. mail, personal contact, handouts, etc. They simply call a toll-free company representative. They respond to a set of professionally pre-recorded questions through touch-tone input or verbatim voice capture. Alternatively a live interviewer or your call center representative can answer the toll free number and transfer calls appropriately.

## Out-Bound Process:

Calls are dialed automatically by the IVR system using a telephone number database. When the system connects to a live person it transfers the respondent directly to the IVR survey. It is also possible to have them transferred to an interviewer who can screen the respondent and then transfer them to the IVR survey. When the system connects with an answering machine, it leaves an automated message or disconnects, depending on the client's IVR strategy.

IVR is an effective data collection tool and depending on the goals of the research and client needs, it can replace the traditional phone survey method. Our research professionals will provide you with an IVR strategy to meet your needs.

*For more information, please contact:*

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