

CATI Solutions



If you talk to a man in a language he understands, that goes to his head.
If you talk to him in his language, that goes to his heart.

‘ *The telephone is a basic research tool to any MR firm. A telephone is, well, just a telephone. Pulse has a team of experienced interviewers that turns every survey into a successful contact experience. Now wouldn't you like a taste of that?*

Overview

In a time when consumer advocacy groups battle against telemarketing, conducting research via phone requires unprecedented finesse. Establishing a non-sales identity using only experienced interviewers and moving beyond traditional contact approaches helps us to effectively cater to your research needs.

The Pulse Team

Pulse has interviewers who are highly trained, qualified, and knowledgeable with relevant experience in CATI business. They are multi-lingual (Cantonese, Mandarin, Taiwanese, Korean, Japanese, English, Malay, Thai, Vietnamese) and possess a commitment to quality, strong client management skills, exceptional written and verbal expression. Furthermore they have an enduring dedication to add value to the clients' business, through insightful marketing research findings and actionable recommendations.

The Hardware

- CATI seats in the lab which enable 72,000 completed sample per year.
- CCTV being installed for live monitoring and viewing during CATI projects.
- Voice Logger is the system used to record and tape in the all respondent conversations.
- VOIP facilities have enabled us to call all around the world at a much cheaper price than using fixed lines.

Service Offerings

- Project design
- Professional interviewing
- Data collection
- Call calibration
- Translation
- Report preparation and consultation

The Benefits

- A global, single-vendor solution
- Centralized quota management, in real time
- Tight integration with cost-effective sample solutions
- Aggregate data, reported in real time
- Cost-savings due to high tech VOIP telephony and turn-key data delivery
- Dynamic, scalable network capable of handling projects of any size