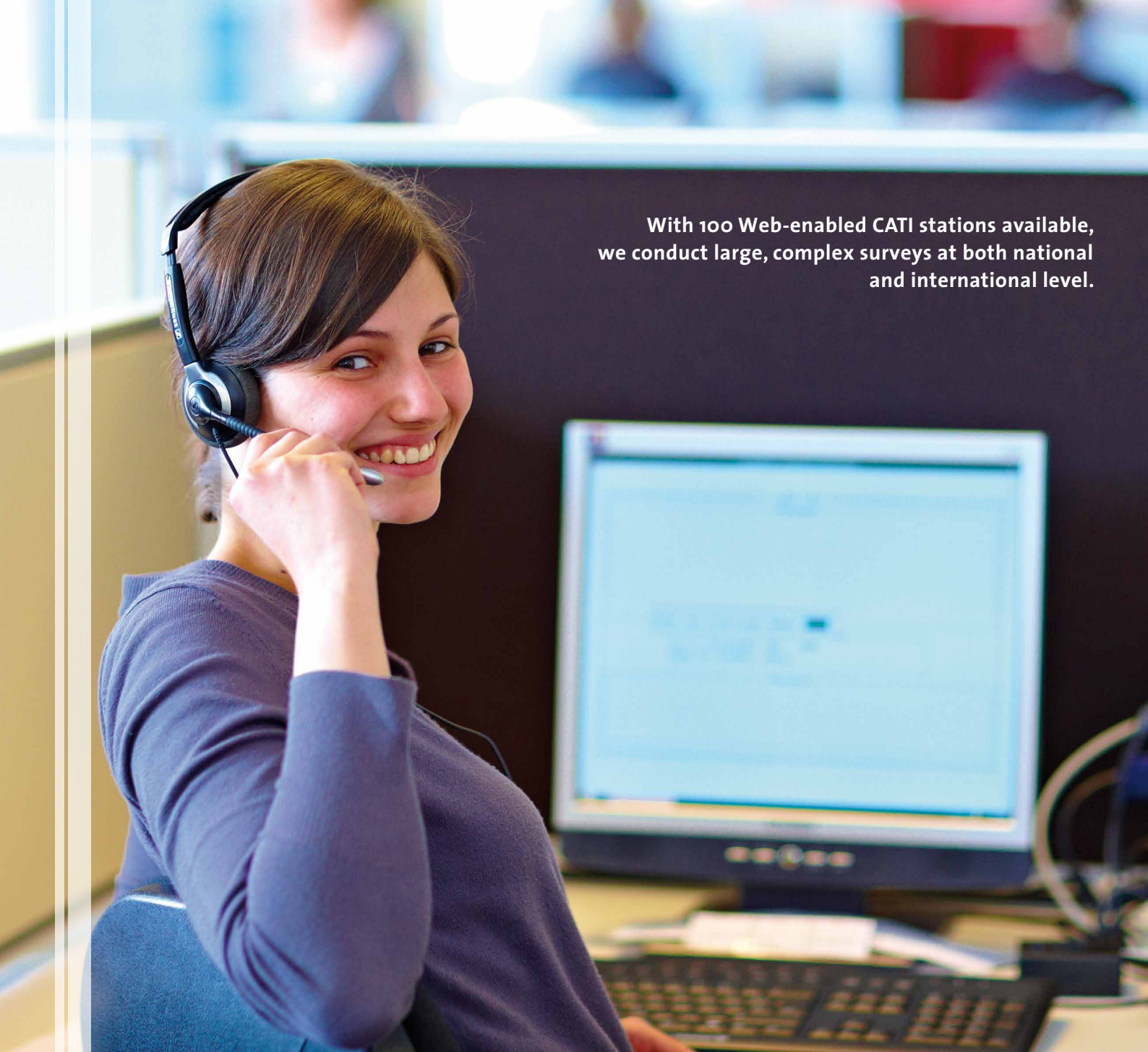


market^{phone}
c a t i r e s e a r c h



MARKET phone | Connecting you with the market

reliable – transparent – professional



With 100 Web-enabled CATI stations available, we conduct large, complex surveys at both national and international level.

MARKET phone – CONNECTING YOU WITH THE MARKET

MARKET phone specialises in telephone data collection from B2C and B2B target groups. Established in 1996, we have expanded our capacity to 100 Web-enabled CATI stations and are thus ideally placed to conduct large, complex surveys with a fast turnaround time.



OUR SERVICE PORTFOLIO – CATI AND MORE

MARKET phone has a broad service portfolio and offers a range of other telephone services:

- CATI (e.g. tracking and ad hoc studies, day-after studies, omnibus surveys)
- CATI2Web (e.g. advertising tests, conjoint studies, website tests)
- Telephone exploration and discussions with experts
- Recruitment (e.g. for online surveys, focus groups)
- Mystery calls

OUR SERVICE – TRANSPARENT AND RELIABLE

At MARKET phone, we are committed to maintaining a consistently high level of service quality, responding flexibly to customer requests and requirements, and making sure that the customer is always fully informed with regard to our processes and the project status. Your contacts are all experienced project managers who can be relied upon to provide maximum support, from project planning through to the final results.

- Support and advice in the planning and set-up phase (e.g. sample design, establishing incidence rates, optimising recruitment, country-specific questionnaire design)
- Your contact coordinates the survey and deals directly with the interviewers. This ensures fast, efficient communication with no loss of information.
- Central coordination and implementation of international surveys
- High-quality translation of questionnaires, especially with regard to technical and industry-specific terms
- Detailed, custom field reports and real-time display of top-line reports (online or by e-mail)
- Silent monitoring
- Coding and translation of open answers
- Data delivered in all main formats (e.g. ASCII, SPSS, Excel)
- Graphical presentation of results plus statistical and qualitative analysis

TECHNOLOGY – 100% ONLINE AND FLEXIBLE

Our technological capability enables us to simultaneously conduct an extremely wide range of surveys for multiple companies, including large tracking studies, CATI2Web, explorations, radio ad tests and single server solutions.

Our technical infrastructure includes:

- 100 workstations with online access
- GESS interview software with in-depth sample management functionality
- Voxco, Conformat, Nipo and other Web-enabled interview software products available
- Auto-dialling
- MR Orga Suite for personnel planning and quality control
- Customer lounge for silent monitoring



OUR TEAM – A WEALTH OF EXPERIENCE

Because all project managers and phone-based staff are permanent employees, our CATI team are highly experienced interviewers. Many of them have had years of both formal and on-the-job training. They have strong expertise in many industries and types of survey and can also conduct exploratory interviews with extremely demanding target audiences, such as doctors, journalists, corporate decision makers and farmers.

Ulrich | His preferred target group is consumers (pictured here interviewing regular fast food customers). · **Martina** | Her core target group is doctors (seen here interviewing oncologists). · **Nihed** | Specialises in French-speaking target groups in international studies. · **Heide** | Expert in mystery calls (seen here as mail order customer). · **Marie** | Seen here conducting WATI conjoint research with a Russian buyer of plastic sheeting. · **Johanna** | Passionate about interviewing members of statutory health insurance schemes. · **Bernward** | Researches mobile Internet use by companies. Target group: IT decision makers. · **Gudrun** | Loves interviewing HR decision makers. · **Katharina** | Specialises in agricultural vets (e.g. interviews with pig experts about a vaccine).



Ulrich



Martina



Nihed



Heide



Marie



Johanna



Bernward



Gudrun



Katharina

OUR QUALITY MANAGEMENT – THE RESULTS SPEAK FOR THEMSELVES

We select only the best applicants for our interviewer team, each of whom benefits from systematic individual training as part of a multi-level recruitment process. The exceptional staff loyalty of our interviewers supports long-term personnel development and training of industry and target group specialists.



Qualitative and quantitative performance data is used when setting objectives and agreeing training plans for every interviewer.



Team training sessions ensure that interviewers are optimally prepared in terms of project, target group and research topic.



Each project team is assembled on the basis of interviewers' qualifications and specialist skills. Thanks to our planning software, disruption of established teams can be largely eliminated.

Want to find out more about MARKET phone? We look forward to hearing from you!

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