

Total Sampling

Question

Is it possible to work on a CATI project where you are calling people who have been pre-screened and agreed to be interviewed at a specified time and day?

Answer

Yes it is, with **TOTAL SAMPLING**, part of the **Research Solutions from dbldata**.

With our unique access to multi-channel sample this becomes reality and here's how it works...

- 1 We provide you with targeted BtoB or BtoC telephone sample to call in the traditional way
- 2 Meanwhile, we send email invitations to similar target respondents and direct them to a registration page
- 3 Respondents fill in their contact details, complete the screener and simply choose a convenient day and time to receive a call to be interviewed
- 4 We pass all recruits onto you



Here are two actual case studies

Client A wanted to conduct telephone interviews with people who had been diagnosed with Cancer from a random sample of UK consumers. We provided telephone sample for their call centre and invited people by email. Within 7 days we had screened and recruited 200 respondents and our client had interviewed them all by phone.

Client B was struggling to convince financial decision makers in large companies to take part in a telephone interview. We sent email invitations to our targeted BtoB database and enabled our client to finish fieldwork on-budget and ahead of schedule.

