



Capabilities

Survey Technology & Research, STR, is a full service data collection firm. STR provides a full range of data collection services, including inbound/outbound phone, web, IVR, mailing/scanning, and digital recordings of interviews. STR specializes in hard to reach respondents, cell-mostly/cell-only interviewing, address-based sample designs, high response rate requirements, executive level business-to-business (B2B) projects, and seamless integration of multi-mode efforts and dual frame designs. Some of STR's capabilities include:

- ◆ **Telephone Data Collection**
 - ◆ Predictive Dialing
 - ◆ Inbound/Outbound Call Support
 - ◆ National Omnibus Surveys
 - ◆ Business-to-Business (B2B) interviewing with hard-to-reach respondents
 - ◆ Live Interviewer/Agent to IVR Call Transfer
 - ◆ Bilingual interviewing capabilities
 - ◆ Full Interview Recording/Digital Sound Management
 - ◆ Interactive Voice Response (IVR) Projects
- ◆ Online Surveys - Programming, Hosting and Sample Procurement
- ◆ On-line reporting – immediate data access
- ◆ Proprietary panel building/maintenance
- ◆ Mailing /Scanning/Data integration
- ◆ DSF/Address-Based Sampling (ABS)
- ◆ Seamless Multi-Mode Project Execution

Our experienced project managers, programmers and executive interviewers as well as our cutting edge technology provide our clients with an effortless data collection experience. STR partners with our clients to provide optimal data collection solutions while working within client's research budgets.

For more information regarding any of our capabilities contact Meg Ryan at mryan@strcenter.com or 484.240.4824.

Reach The Right People...

