



## Interactive Voice Response – IVR

**Survey Technology & Research (STR)** has been providing clients with an IVR solution for Data Collection since we opened our doors. Our mission is to understand our clients' needs and partner with them to design the best data collection method within the project specifications. IVR is often the right solution for many projects or may be used in combination with other modes of data collection in a mixed mode design. IVR can be used for customer satisfaction studies, political polling, employee research, etc. STR works with the developers of the ARCS® system which provides state-of-the-art IVR technology offering flexible sampling options, multi method data collection and real-time reporting.

With our IVR system the respondent can call into the recorded survey, be transferred by a live interviewer or CSR or be called from the IVR system. Using the ARCS® IVR system, studies can be conducted by phone and web, resulting in one complete data file. Real-time reporting provides the study progress by completes, quotas and study specifications.

### Features:

- ◆ Flexible Call Origin (Outbound, Inbound, Interviewer/CSR Transfer)
- ◆ IVR /Web /CATI Integration
- ◆ Clear Understandable Accent Free Recorded Survey
- ◆ Real-time Reporting
- ◆ Fax/e-mail notification
- ◆ Action item notification

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 IVR data collection or any of the other services offered by STR contact Meg Ryan at [mryan@strcenter.com](mailto:mryan@strcenter.com) or 484.240.4824.

*Reach The Right People...*



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