

## Dial: Bernett Research Call Centers

## Hear: The Voice Of Your Markets

**You have the questions. They have the answers.**

In the final analysis, there is no better way to capture the voice of your markets than to call people on the phone and hear what they have to say. Anyone who has tried it, however, realizes that, as simple as it can sound at first, interviewing a representative sampling of individuals from specific market segments is no easy task. In fact, collecting data from hundreds of selected respondents is a high-tech undertaking that requires a surprising range of skills to accomplish.

**Bernett Research has those skills.**

Bernett technicians are able to:

- Program and pre-test your questionnaire
- Identify the appropriate audience
- Collect and process the responses, and
- Deliver the data in the format of your choice.

Bernett operates four call centers that support 250 professionally

equipped interviewing stations complete with fully integrated Computer Aided Telephone Interviewing (CATI) software. The centers are in Pocatello, and Moscow, Idaho; Salt Lake City, Utah; and Yuma, Arizona. They are open 16 hours a day and have the potential to initiate more than 6,600 calls an hour.

### The Personal Touch

All the technology in the world, however, won't by itself get people to agree to set aside the time to take a survey. Bernett's professional interviewers know how to apply just the right amount of the personal touch to get respondents to answer all the questions honestly and thoughtfully.

It is often the little things that make a difference. Bernett interviewers can schedule call backs. They can speak intelligently about the subject of their survey. Many are bilingual. All of the interviewers are selected because they like talking to people and hearing what they have to say. Nothing puts off a prospective respondent more than



### > Service Showcase

#### Call Centers

- Four professionally-staffed call centers
- Quick estimates, high capacity, fast turn-around
- Competitive pricing
- Complex designs made to look easy
- Fully integrated CATI
- Secure online monitoring of call status
- A track record that includes some of the biggest projects being done in the U.S. today

an interviewer with the personality of a Dictaphone.

Market research, after all, is a people business. The point isn't to produce data, per se. The point is to produce insights and understanding, to capture opinions and attitudes; and, from an analysis of these uniquely human variables, to produce knowledge. This is clearly the high-road of data collection, but Bernett Research believes there is no other way.

And it works. Last year alone, Bernett processed the answers to more than 5.5 million questions. For some clients Bernett has made more than 500,000 calls on a single project. Whether you need to talk to CEOs and CIOs, consumers or business partners, Bernett consistently completes its call center projects on time and on budget.

**And now, with Bernett's new Internet capabilities, you can watch.**

Bernett's new website, [www.bernett.com](http://www.bernett.com) makes it possible for you to monitor the progress of call center projects on your own password-protected site. All you need is a

browser to access the status of a survey. Online monitoring makes it possible to spot problems with sample early—while there is still time to do something about it. It also makes it possible to re-apportion clusters and geographic segments in response to what is actually happening in the field.

Want to know how people are answering question #5? Their answers are just a click away.

Other online features available at the Bernett Research Exchange are designed to make it fast and easy for you to initiate new projects, to monitor and manage existing projects and to review archived projects. We provide you a secure intranet that is accessible to your entire research team—from wherever they happen to be.

No other data collection company provides this depth of service. Call centers are the core capability of Bernett Research. But, whether your market research project requires call centers, web surveys, focus groups or data processing services, Bernett has made an art of the science of data collection.

*Please contact co-CEO Andrew Hayes ([andrew@bernett.com](mailto:andrew@bernett.com)) for more information.*

**Check us out**  
**[www.bernett.com](http://www.bernett.com)**

**Founded in 1972, Bernett Research is a profitable, privately-held market research and data collection firm based in Boston.** Bernett Research collected strategic information for many high-profile clients long before there was an Internet. Its four strategically located call centers and professional interviewers now add a depth of capability to its email and Web-survey tools that is unique among market research firms active today.

**Some marquis clients include:**

- Abt Associates
- Chadwick, Martin, Bailey
- CMP Media
- Directions Research
- Goodby, Silverstein & Partners
- iMotors
- MarketFacts
- Market Strategies
- MIT Sloan School of Management
- Wirthlin Worldwide
- ... and many more