

CATI SOFTWARE CHOICES

CATI is still a very appropriate way for carrying out some surveys and there are some significant choices that could make all the difference.

SCRIPTING VS GUI

This relates to pretty much all types of software in the market research field most tools in market research for different things such as data collection for online surveys with tabulations for charting and reporting you get a choice with the you do this through scripting or whether you do it through a GUI which effectively means menu driven, each has their advantages.

CATI ONLY VS CATI + ANALYSIS +REPORTING

Do you want a piece of software that only does CATI or do you want one that does something more than that.. it's personal preference. There are many people who really don't care what the software can do besides collect the data efficiently have a supervisor function that lets surveys be managed. Some people want their CATI software to do more than just actually collect the data perhaps want do some analysis do some tables maybe do some charts maybe even go on to do so statistical analysis.

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FULL SUPERVISOR FUNCTION VS PARTIAL/NONE

There are CATI software products which have what I call the full supervisor function and then there's others that have what I call a partial or no supervisor function. The partial ones are more online data collection tools where you're feeding in people to contact, dialling it manually and collecting the results and entering it through an online data collection platform. tool.

RELIABLE CONNECTIVITY VS SYSTEM OVERLOAD

Some systems can be very fast and some can be slow, some software only talks to the server at the beginning and end of an interview. An interviewer talks to the server to get the respondents who are going to be dialled whether it be manually or automatically and again only at the end of the interview do they send the information back.