



The CfMC Celeus Dialer

Here's the situation...

You spoke, we listened. For several years, the opinion and survey research industry has faced decreasing response rates and diminishing margins. The realities of today's industry require that data collection companies keep tight rein on their margins and improve efficiencies. Efficient sample management via a predictive/power dialer can drastically improve a shop's profitability per study – industry estimates suggest the improvement is between 25% and 50% per study.

However, predictive/power dialers can be expensive, requiring years to recoup investment expense.

An integrated solution – the best of both worlds

The solution to this challenge is CfMC: the industry standard for data collection and sample management software combined with the leading open source telephony engine and telephony applications toolkit.

Your connectivity is your business: IP, analog (POTS), and digital (T1/E1) connections. The CfMC hardware and software dialer package currently makes outbound calls for the interviewers in manual, power or predictive modes of dialing.

After several years of development by the open source community, the "future of telephony", via VOIP, PRI, or a combination of telephony technologies, is ready for prime time. CfMC has been working to integrate predictive dialing capabilities with our software for over a year, with the help of telephony-savvy alpha testers also familiar with CfMC software.

An examination of the cost to data collection centers' telephony needs along with details of the efficiencies inherent in CfMC's collection software shows unparalleled value of this solution for the market research data collection center.

The history

CfMC was the first research software company to interface with an automatic dialer in the early 1990s. Since developing the EIS/CfMC integration, CfMC has facilitated the integration of many dialer APIs, adding to our reputation as the world leader in flexibility and performance.

CfMC Survent has been developed to capitalize on the long-term marriage between CfMC's Survent data collection software and the many dialer APIs.

CfMC has been developing the world's leading marketing research software since 1967. Our employees are also company owners, bringing a unique devotion to our clients. This devotion extends to the industry in which we have operated for over 40 years: the survey research industry.



Software strengths

Survent has long been recognized as the leader in sample management functionality for data collection centers. With this release, CfMC has modularized components of the data collection, sample handling, call center management and automatic dialer requirements to meet efficiency and control demands of the industry.

The design lends itself to Survent's inherent ability to functionally 'drive' a dialer. The chosen open source telephony software provides a core set of programs and configurations for the functionality to make calls and CfMC provides the programming and configurations to do both power and predictive modes of dialing.

Functions and Features

Audio and Visual Monitoring

The CfMC dialer allows for simultaneous audio and visual monitoring of an interviewer by supervisors, other on-site personnel, or remote clients. A record of previous responses is displayed on a sidebar while the 'current' screen is updated during the interview. Monitors can switch from one study/interviewer to another study/interviewer seamlessly at any time.

Audio Recording – partial or whole interview

The CfMC dialer provides two simultaneous recording modes: record the whole interview to a file, and/or simultaneously record the responses to particular questions to other files. You have complete programmatic control of which questions get recorded. Filenames are automatically generated including study name, interviewer ID, time, and question recorded. The recordings can be immediately sent to clients for outlier responses to key questions via e-mail in the default .wav file format.

Sound Playback

Interviewers can play back any pre-recorded snippet or a previously recorded response in the interview at any time. For example, you can rotate of a set of song snippets to get respondent opinions. Another use for this is feature is for transcription or translation; once the survey is completed, another interviewer can review the responses for data entry or language translation.

File formats for play back during an interview include: AAC, MP3, Audible, AIFF, and WAV. Radio commercials, music clips, TV commercials and previously recorded open ends are just a few of the sound clips that one can play back.

CfMC Dialer Dashboard

Supervisors can monitor interviewers and connection rates through the CfMC Dashboard across all loaded studies, projects or campaigns.

Dialing Reports

The CfMC dialer utilizes CfMC's Mentor package, the most robust analysis package on the planet, to provide real time interviewer productivity, phone, and sample reports.

Answering Machine Detection

The CfMC dialer can optionally filter out answering machines with answering machine detection. This spares the interviewer from having to wait for the phone to be answered each time and find that they got an answering machine.



An All-in-One Package

A software, hardware and service solution for research call center applications requires diverse expertise and encompasses many different skill sets and in-depth familiarity with the survey research industry.

A solution provider in this industry requires experience with system administration, telephony connectivity, hardware maintenance, and software configurations, as well as the skill sets and knowledge required for interviewing, supervision, spec writing, reporting, and management.

By adapting the CfMC Celeus solution, data collection companies greatly reduces the risk of “do it yourself” solutions involving staff retraining, and the implementation of untested solutions.

CfMC provides the hardware, software, operating systems and telephony expertise required for today’s data collection business. The CfMC solution combines leading software functionality (sample handling, sound recording enhancement, etc) with open source value – all from a trusted source in the industry with unparalleled support.

Contact a CfMC sales representative as soon as possible to learn how this solution will bring cost savings and value to your enterprise.