

Web-assisted telephone interviewing



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The use of telephone discussions with quantitative or qualitative interviews in conjunction with a web-based survey or web-based prompts.

What business problem does it solve?

In areas such as B2B or pharma, or where remote qualitative research is needed, interviews are still best conducted by phone. WATI links phone and web with on screen prompts tailored to the respondent(s) that can be controlled by the interviewer.



How does it work?

Software allows two views of a survey—one for the interviewer to see and one for the respondent(s). Information such as prices, choices etc can be tailored per interview allowing complex prompts to be shared and discussed in live conversation.

Types and versions

WATI can be interviewer-led or allow an interviewer to follow and probe on a respondent-led questionnaire. It can also be used for follow up questioning after a standard online survey.

Challenges

WATI should be customisable to the respondent and keep everyone on the right page for flow (static web-pages are not suitable). Some B2B customers restrict or limit internet access so the survey also needs to address phone-only interviews.

Potential business impact	★★★★
Sophistication	★★★★
Use in forecasting	★★★★
Ease of design	★★★★★
Expertise required	★★