

GfK Quantitative Research Department CATI (Computer Assisted Telephone interview) NEW in IASI



GfK Now, we have a new CATI facility in Iasi, in the middle of the university center.



ADVANTAGES:

- There are **72 new CATI stations** from which our interviewers can make telephone interviews anywhere. This new capacity enables us to complete a greater number of interviews in a shorter time than before, thus allowing us to deliver the data faster.
- We can call on **fix or mobile phone** using data base from the client or we can generate the phone numbers using our software.
- From **customer satisfaction, loyalty, segmentation** to **mystery calls, U&A** and many others, all can be done through CATI.