



What you should know about

## **Telephone interviewers**

Target groups are made up of the general public, or special groups, such as company executives/managers or opinion leaders. The numbers to be called are provided by the institute, and the target person is either known by name, can be identified by the interviewer based on the criteria given.

The interviews are almost always carried out using CATI (Computer Assisted Telephone Interviews). In other words, the questions appear on the computer screen and the answers are entered directly using the keyboard or mouse. The computer program optimises address/schedule administration, whilst steering the development of the interview (i.e. which follow-up question is relevant, which question was answered previously, etc.). This way, the interviewers can focus all their concentrate on the conversation at hand.

Our interviewers boast long-term experience (630 days on average!), and work regularly with us, participating in general and project-specific training courses. This, coupled with permanent collaboration with our supervisors, ensures the highest levels of quality, whilst guaranteeing that our interviewers are also completely accepted interlocutors for top decision makers and experts.

The salary is paid by the hour.



### A successful interviewer...

- Is “A sociable pendant” (Elisabeth Noelle-Neumann)
- Is eloquent, with excellent language skills
- Is not frightened of making contact with strangers
- Is calm (when faced with refusals, terminations, or when interviewees vent their spleen's on the interviewer)
- Has a pleasant telephone voice
- Is neutral (no manipulative behaviour)
- Is careful and exact when reading questions and registering answers
- Is open-minded and inquisitive (i.e. still asks "Anything else?" after the third interview)
- Is not afraid of computers, and has good PC skills after corresponding training
- Is disciplined and able to concentrate.

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