



The call center of the future is the call of today

Harm van Leeuwen

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What I want you to remember when you leave this room











History telephone research

What's new
in market research
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Online taking over 2000



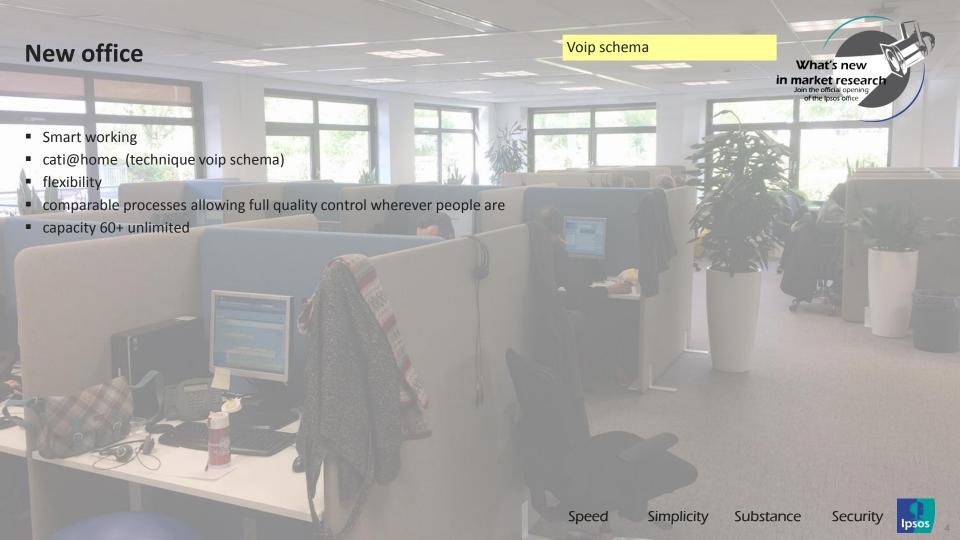
currently stable



Start 1980, fast growth

btb and difficult target groups (Affluent) – multi mode – courtesy calls





One stop shop offer





Cati collaboration initiative



One stop shop international offer – seamless



Including project management streamlining of processes combined face to face and online



Ipsos CATI CORE – 3 steps to find your way in multi country research





- IIS online data collection is not an option (low incidence, BtB, ...)
- GPS global pricing team is not an option (proposal value <€500k)



Check which of the following options is valid

- Small sample sizes per country (n=50 or below) Option 1
- Larger sample sizes per country (n>50) Option 2



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Contact the Ipsos One Stop Shop team at OSS@Ipsos.com*

- Option 1 central coordination & fieldwork at Ipsos' international cati centers (Berlin, Amsterdam & partners)
- Option 2 central coordination via OSS
 fieldwork at Ipsos Cati Core partners: FR, IT, SP, UK, SW, NO, GE, NL
 ... & partners





