



# The call center of the future is the call of today

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Speed

Simplicity

Substance

Security



# What I want you to remember when you leave this room



History telephone  
research



Smart working in  
the new office



One stop shop  
international offer



Recruitment

# History telephone research



Online taking over 2000



currently stable

Start 1980, fast growth



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

# New office

Voip schema

**What's new  
in market research**  
Join the official opening  
of the Ipsos office

- Smart working
- cati@home (technique voip schema)
- flexibility
- comparable processes allowing full quality control wherever people are
- capacity 60+ unlimited

Speed

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# 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

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



1

**You are preparing a proposal covering multiple countries**

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

< €500K  
Offline

2

**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

3

**Contact the Ipsos One Stop Shop team at [OSS@Ipsos.com](mailto: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



\* not for GPS projects



# Recruitment

DO YOU NEED A JOB?





THANK YOU