



Just the HEADLINES

Mary McDougall

CAMPAIGN 2016



Democrats

Declared

- Lincoln Chafee
- Hillary Clinton
- Lawrence Lessig
- Martin O'Malley
- Bernie Sanders
- Jim Webb

Possible

- Joe Biden
- Andrew Cuomo
- Al Gore
- Dennis Kucinich
- Brian Schweitzer

Declined to run

- Elizabeth Warren

Republicans

Declared

- Jeb Bush
- Ben Carson
- Chris Christie
- Ted Cruz
- Carly Fiorina
- Jim Gilmore
- Lindsey Graham
- Mike Huckabee
- Bobby Jindal
- John Kasich
- George Pataki
- Rand Paul
- Marco Rubio
- Rick Santorum
- Donald Trump

Dropped out

- Rick Perry
- Scott Walker

Declined to run

- Kelly Ayotte
- Nikki Haley
- Peter King
- Susana Martinez
- Mike Pence
- Mitt Romney

Third-party candidates


Declared

- Jill Stein

MRA Find a Research Partner Be a Member Promote MR Stay Informed Network & Learn Advance Your Career

New U.S. Restrictions on Telephone Research Prompt Risk Management Debate: Do the new TCPA rules mean you should junk your autodialer?

August 3, 2015



Howard Fienberg
Director of Gov. Affairs,
Marketing Research
Association

Topic
Government Affairs

Tags
tcpa cellphone fcc robocall
robopoll

“ The FCC’s rules do not exempt or exclude research calls...

New rules for telephone research from the Federal Communications Commission (FCC) have dramatically raised the liability risks for telephone survey, opinion and marketing research in the U.S., causing some research companies to go so far in response as to discard most of their dialing equipment. The FCC approved new rules for the Telephone Consumer Protection Act (TCPA) in a *Declaratory Ruling and Order* on June 18, and



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PRESS RELEASES

CFMC becomes Survox, Inc.

New Corporate Identity Reflects Innovations in Respondent Targeting for Phone Based Market Research and Opinion Polling

PR Newswire
SAN FRANCISCO, Sept. 9, 2015

SAN FRANCISCO, Sept. 9, 2015 /PRNewswire-iReach/ -- CFMC's respondent targeting and survey automation platform powers many of the world's most advanced phone research operations. As the industry has evolved, so has the company's go-to-market strategy and now the company is reflecting that change by rebranding. "In the age of big data, decision makers





SURVOX

Our Focus



RESPONDENT
TARGETING



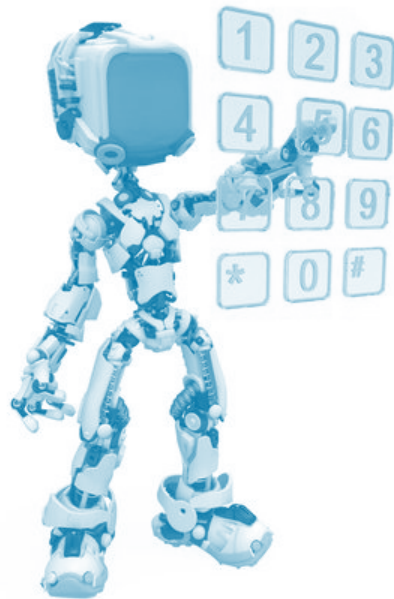
CALL CENTER
PRODUCTIVITY



MULTI-
CHANNEL

PHONE INTERVIEW

Phone Data Collection



Automated Phone Survey
IVR



Live Phone Interview
CATI

Why Phone



Reach key demographics

Validate identities

Target under-quota segments



Fill quota, complete projects faster, minimize weighting

Non-Internet Community



Many still without internet ...

- Non-white
- Over 65
- Income under \$30,000
- No high school degree
- Rural

...yet have purchasing power, consume services, and vote

Internet users in 2014
Among adults, the % who use the internet, email, or access the internet via a mobile device

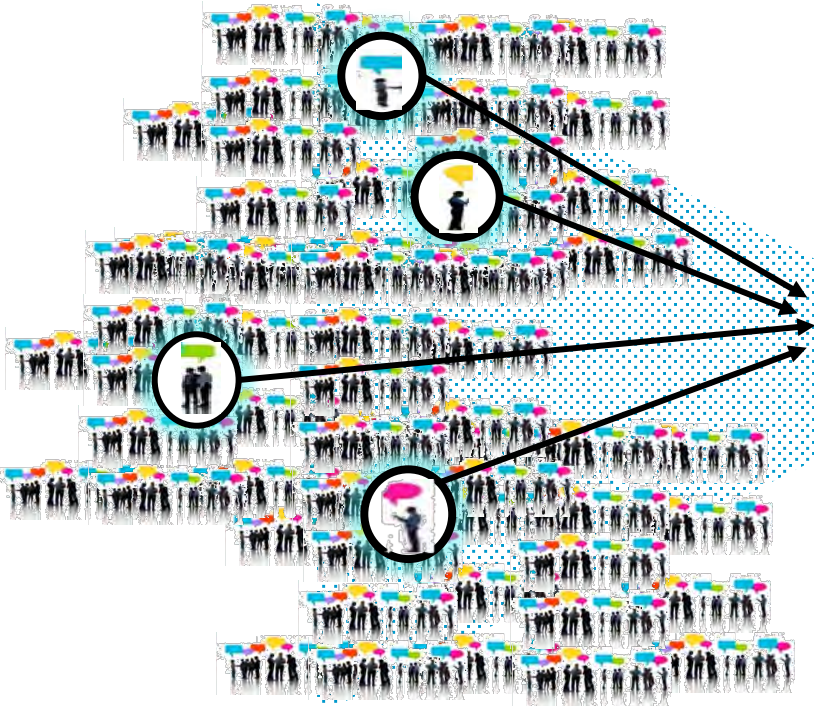
	Use internet
All adults	87%
Sex	
a Men	87
b Women	86
Race/ethnicity*	
a White	85
b African-American	81
c Hispanic	83
Age group	
a 18-29	97 ^{cd}
b 30-49	93 ^d
c 50-64	88 ^d
d 65+	57
Education level	
a High school grad or less	76
b Some college	91 ^b
c College+	97 ^{ab}
Household income	
a Less than \$30,000/yr	77
b \$30,000-\$49,999	85
c \$50,000-\$74,999	93 ^{ab}
d \$75,000+	99 ^{ab}
Community type	
a Urban	88
b Suburban	87
c Rural	83

Source: Pew Research Center Internet Project Survey, January 9-12, 2014, N=1,006 adults. Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant row and the row designated by that superscript letter, among geographic characteristic (e.g., age).
 *Community type are based off a combined sample from two weekly omnibus surveys conducted January 23-26, 2014. The combined total n for these surveys was 1,006. n=197 for African-Americans, and n=236 for Hispanics.

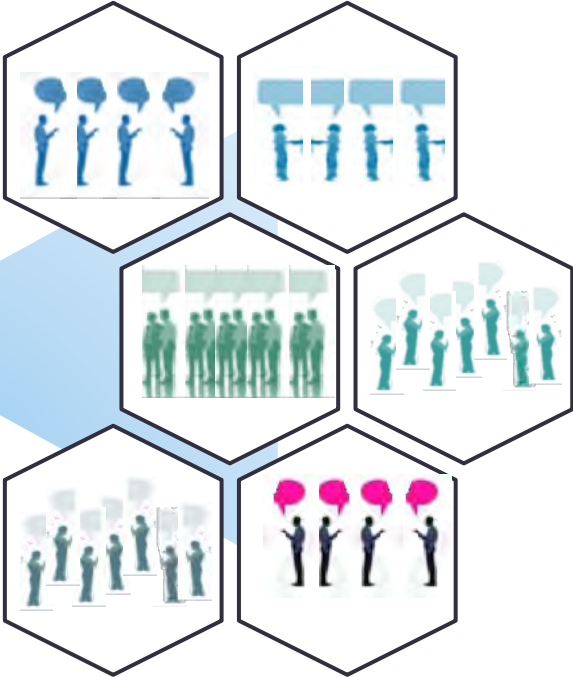
PEW RESEARCH CENTER

Respondent Targeting

POTENTIAL RESPONDENTS



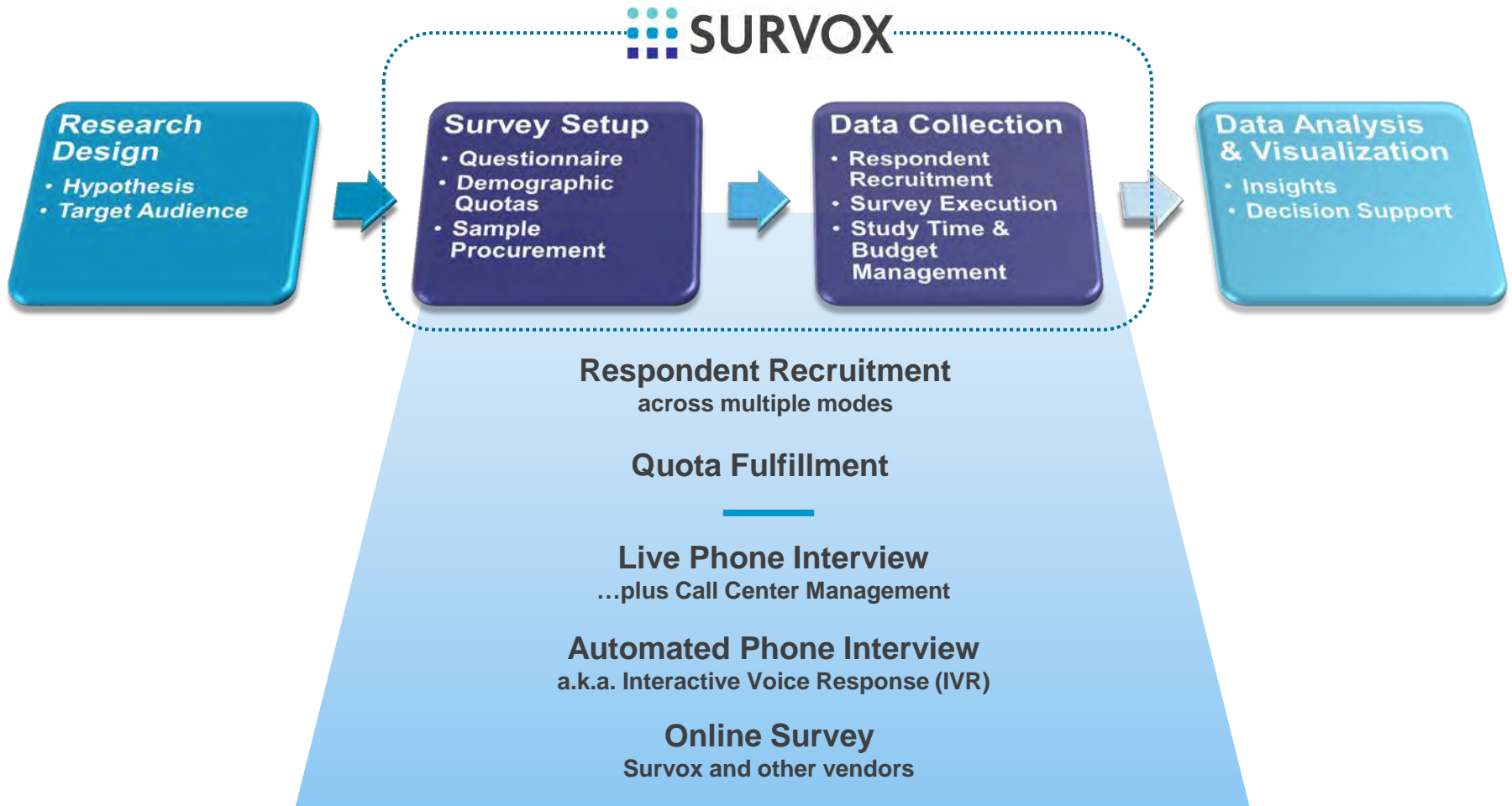
DEMOGRAPHIC QUOTAS



CUSTOMERS, EMPLOYEES, PROSPECTS, VOTERS

RESEARCH TARGETS

Respondent Targeting Across Collection Modes



Multi-Mode Research



SURVEY



COLLECTION
METHODS



DATA SET
FOR ANALYSIS



MARKET LEADER

Commercial phone-based research



RESPONDENT TARGETING

Speeds data collection | Shortens time-to-insight



DEMOCRATIZING PHONE RESEARCH

Technology is no longer a barrier



FC

TCPA

TCPA

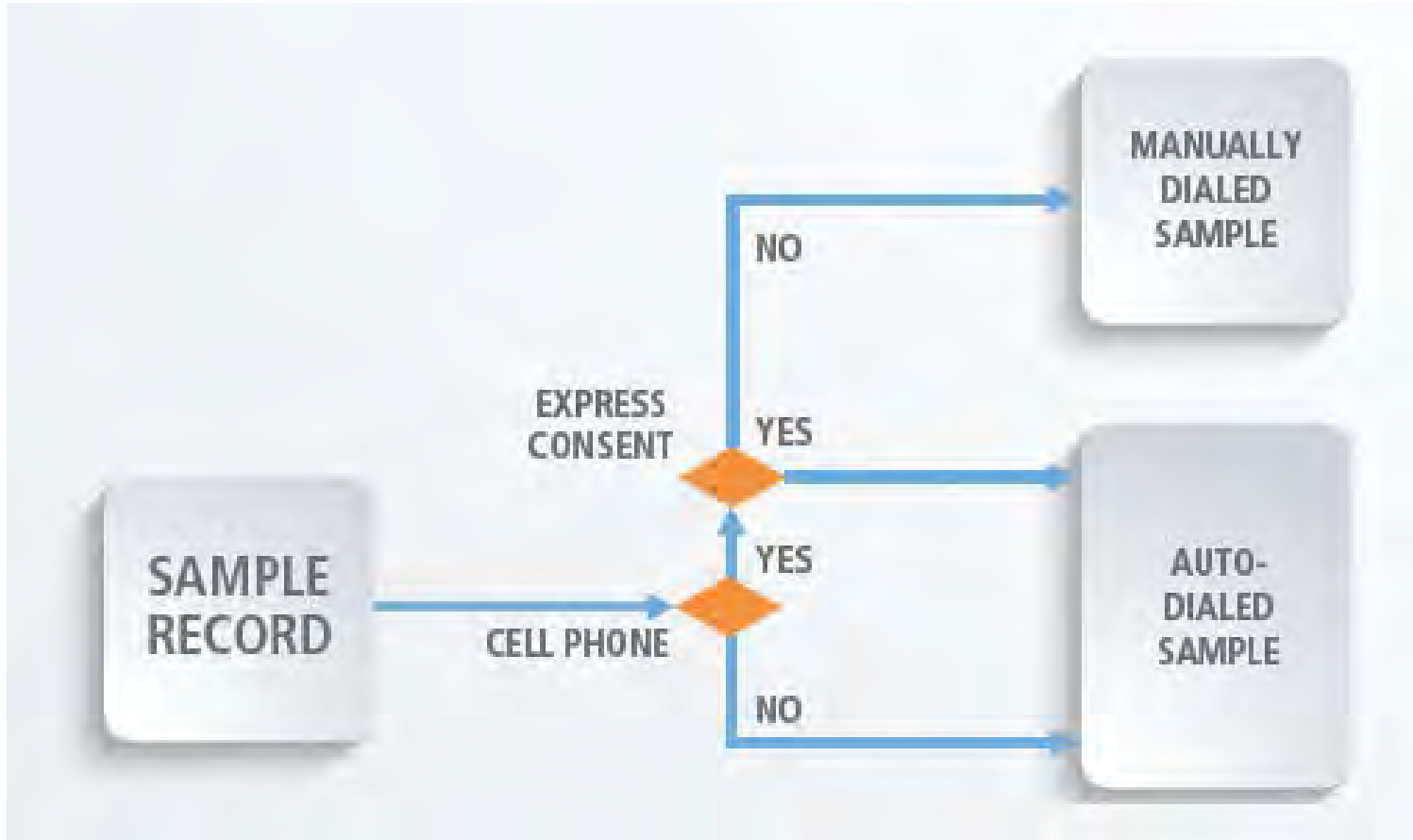
TELEPHONE CONSUMER PROTECTION ACT - 1991



TCPA prohibits automated dialing of cell phone numbers without express prior consent*

* except in emergencies

What Compliance Looks Like

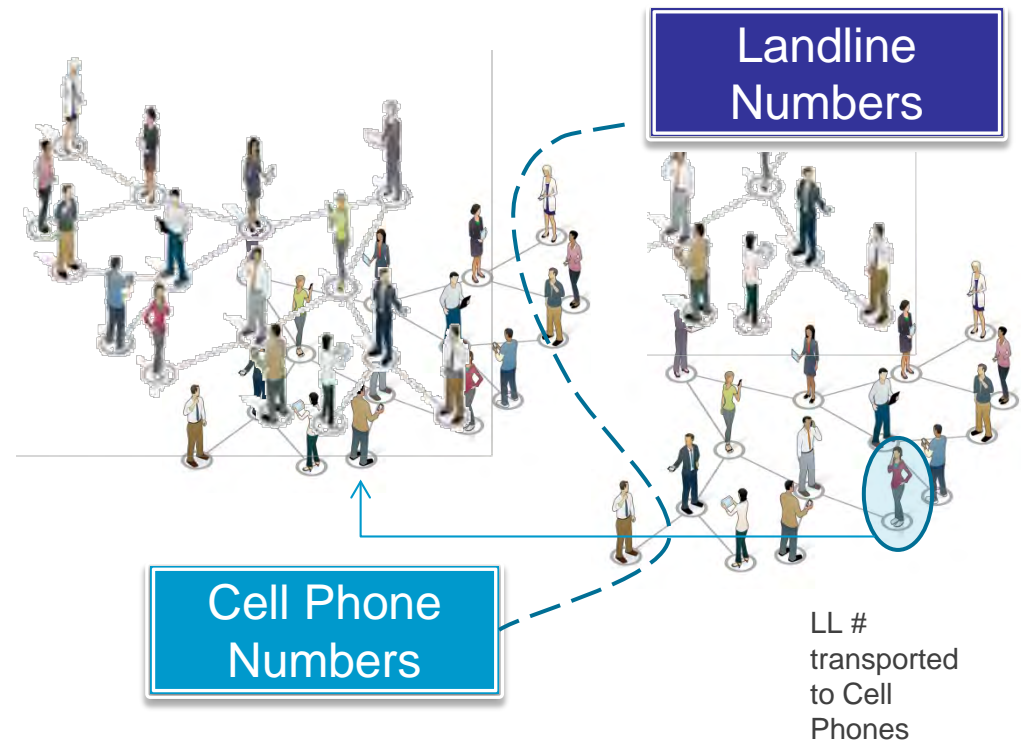


GRAPHIC SOURCE: [ALERT! MAGAZINE FOURTH QUARTER 2014](#) COMPLIANCE AND THE TRUE COST OF CELL PHONE DIALING By Mary McDougall

Differentiate Cell Phones From Landlines

RDD Samples & Purchased Lists

1. Analyze each number against cell phone number ranges
 - Cell Phone #
 - Landline #
2. Scrub Land Line list for numbers ported to cell phones



Trust, Verify or Assume Worst Case

Proprietary Lists

1. Trust list provider
2. Verify permissions
3. Use most compliant, most costly, dialing method



What we're seeing

- Re-examination of process
 - Separating cell from land line calling
 - Re-engineering dialer workflows
- Greater scrutiny of client lists
 - Identify sample source
 - Verify that permission was not with-held
- Price changes to reflect true cost differential



Actively Participating



Is Democracy Being Served? Innovations for Reaching Cell Phone Users in a TCPA-Driven Environment, Mary McDougall, CFMC, [presentation](#)



American Association for Public Opinion Research

PHONE

Future of Telephone Surveying Task Force Call for Data

by **David Dutwin**, Member, **Future of Telephone Surveying** AAPOR Task Force Member, and **Telephone Outcomes Data Analysis** Coordinator and Paul J. Lavrakas, Chair, Future of Telephone Surveying AAPOR Task Force

TCPA COMPLIANCE

AAPOR Executive Council has appointed a **TCPA working group** to provide information for AAPOR members and to advise the Executive Council on what steps AAPOR should be taking to protect the interests of AAPOR members regarding the TCPA regulations. The members of the AAPOR TCPA working group are Paul Braun, **Mary McDougall**, Andy Weiss, Tom Guterbock, **Bob Davis**, Missy Koppelman, Mary Losch and Jason Boxt. This working group will be coordinating the next steps that AAPOR will be taking to keep its members informed on this important topic.

Promoting Phone



Unlock Your Research Design

APRIL 24, 2015



Mary McDougall
President, CFMC

Topic

Technique

Tags

Alert! Magazine

Alert! Magazine 2015 Q2 isc 2015

Two Trumps One: Collect More Input and Deliver a Better Customer Experience

(Mary **McDougall** is a speaker at the upcoming MRA Insights & Strategies Conference ... meet budget and deliver better insights when Mary **McDougall** presents Phone Research: Insanity or Competitive Advantage? at ... [Twitter](#) [Google Plus](#) [Facebook](#) Mary **McDougall** Tags cell phone phone research multimodal ...

Reach for Less

... meet budget and deliver better insights when Mary **McDougall** presents Phone Research: Insanity or Competitive Advantage? at ... [Twitter](#) [Google Plus](#) [Facebook](#) Mary **McDougall** Tags cell phone phone research multimodal ...

With Multimodal Surveys, One Survey CAN Fit All

... meet budget and deliver better insights when Mary **McDougall** presents Phone Research: Insanity or Competitive Advantage? at ... [Twitter](#) [Google Plus](#) [Facebook](#) Mary **McDougall** Tags multimodal survey design isc isc ...

USA & the TCPA: Rational Player?

... Originally published at CFMC on July 17 by Mary **McDougall**. News Government Affairs is the ruling politically motivated? ... [Twitter](#) [Google Plus](#) [Facebook](#) Mary **McDougall** Tags tcpa telephone robocall robopoll ...

Unlock Your Research Design

... business decisions and reflect public opinion. Mary **McDougall** is president and CEO of CFMC, a software provider to the market ... meet budget and deliver better insights when Mary **McDougall** presents Phone Research: Insanity or Competitive Advantage? at ...



Phone Research: Insanity or Competitive Advantage? (PRC: 1 in Research)

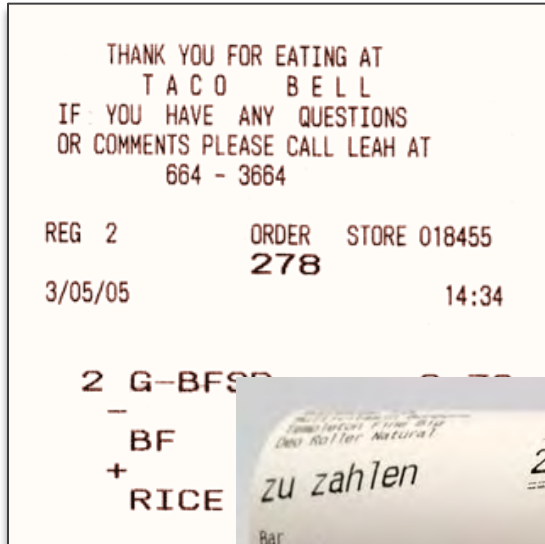
... Eligible PRC Content Phone Research: **Insanity** or Competitive Advantage? Marketing Research Association ...



Once in a while, remember to dial!



Increase Response | Expand Reach



URL + 800#

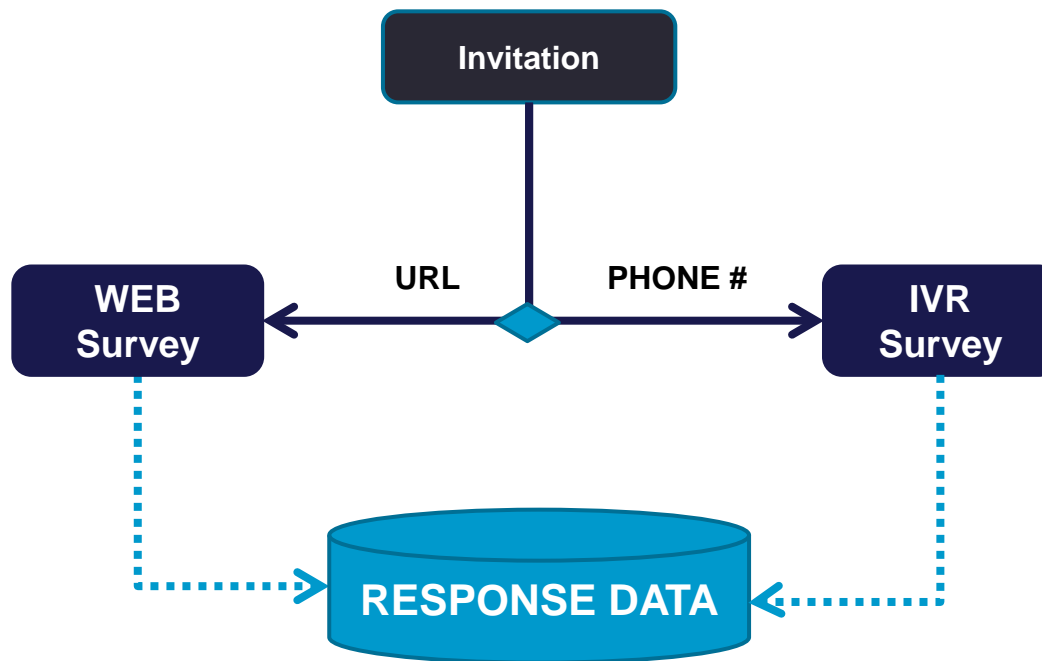
↑ 15% higher overall

↑ 75% more Seniors

↑ 25% more customers who are...

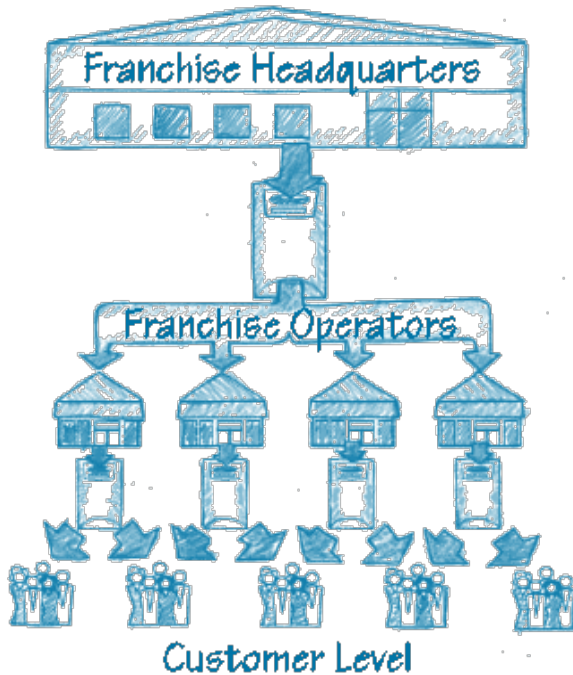
- High school only
- Rural resident
- Lower income

Offer Engagement Choices



Consider Outbound

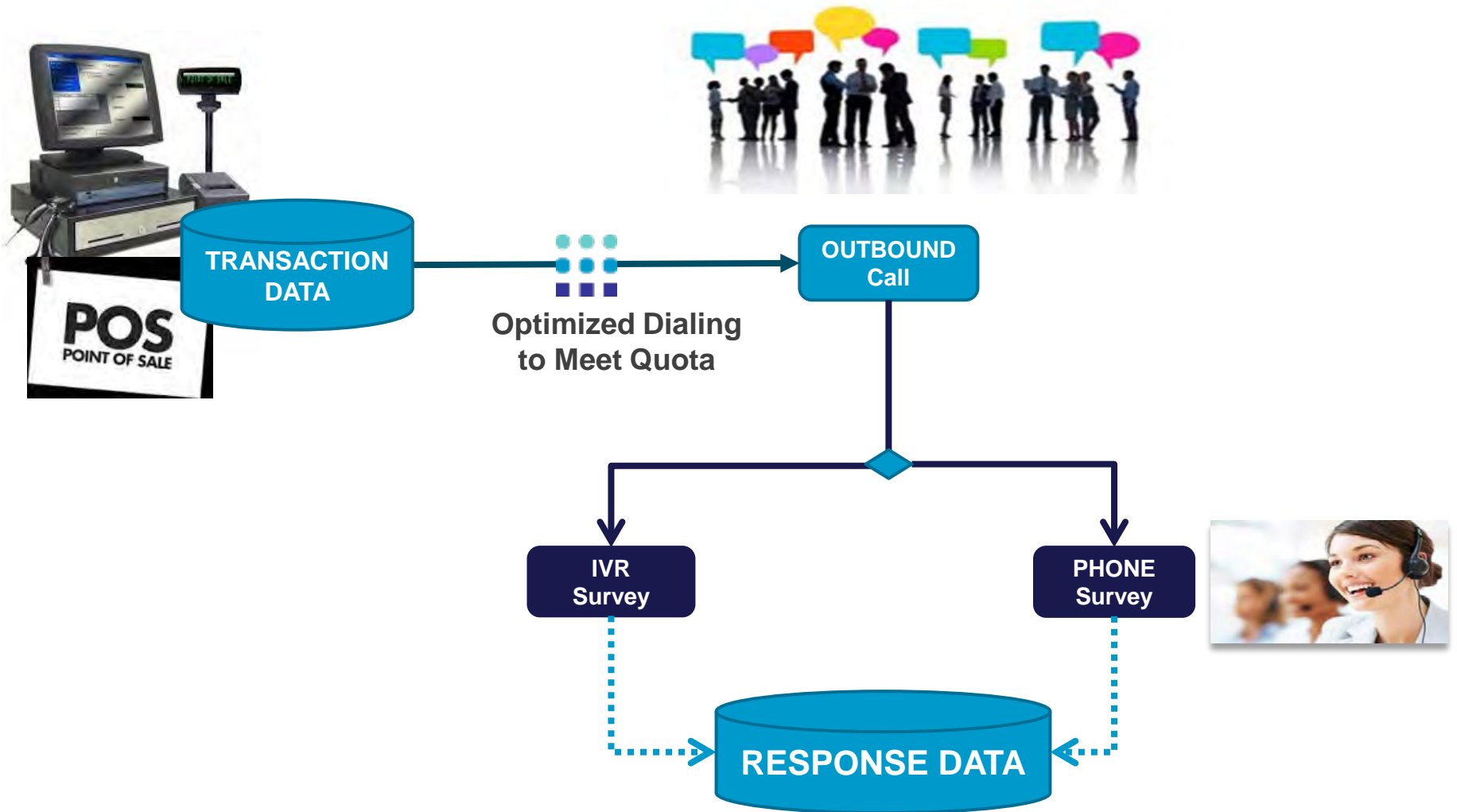
SET QUOTA...



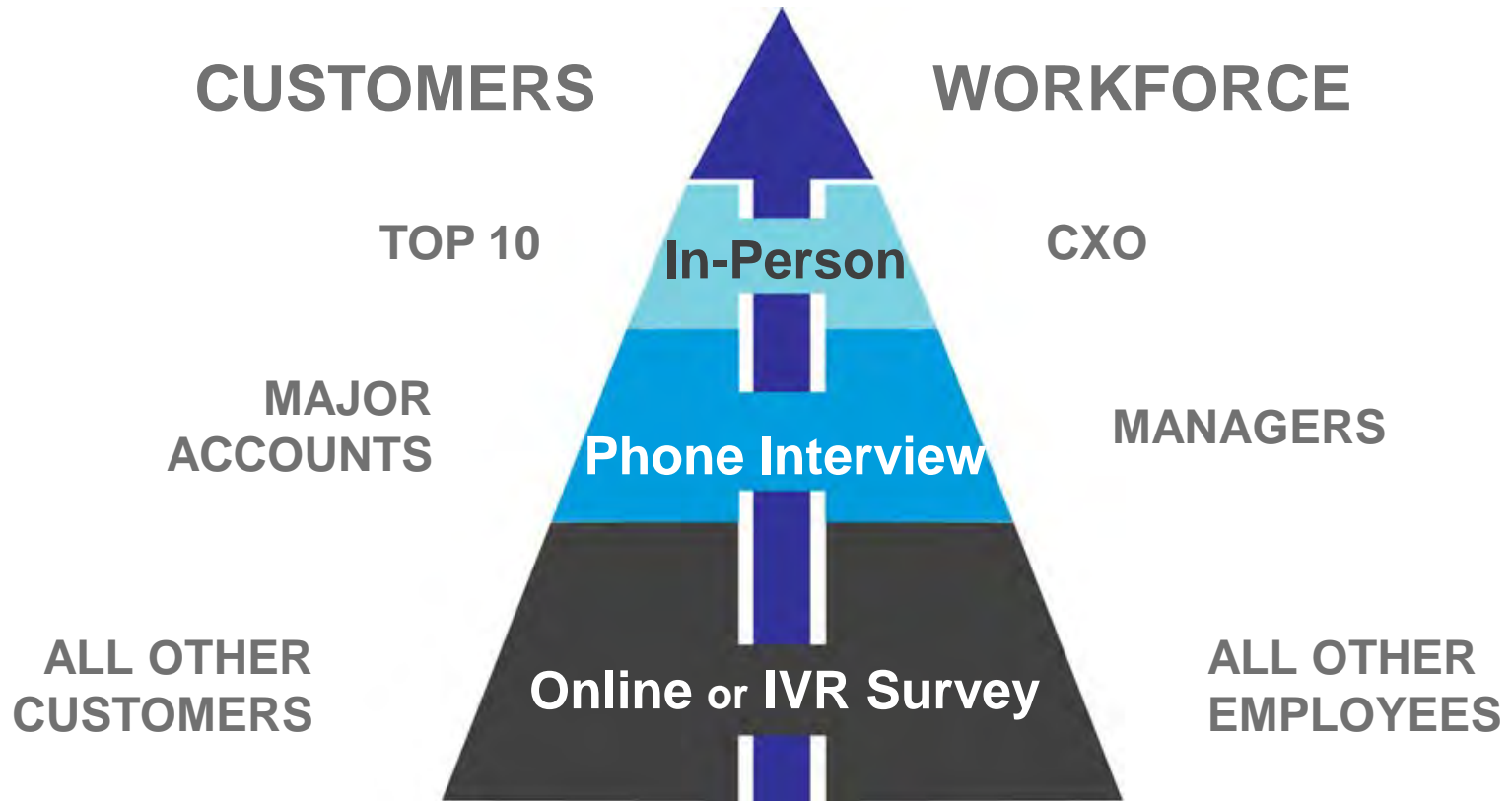
Per agent
Per store
Per region
Per day



Solicit Feedback from Representative Sets



Can One Survey Fit All?



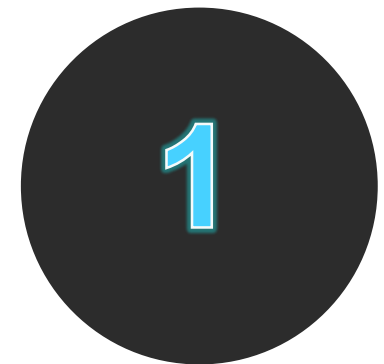
Mixed Modes, Mixed Vendors



SURVEY



COLLECTION
METHODS



DATA SET
FOR ANALYSIS

The background of the image is a light blue color with a network diagram pattern. The diagram consists of numerous thin, dark blue lines connecting various nodes. Some nodes are represented by small, solid dark blue squares, while others are larger, hollow white circles with dark blue outlines. The connections are dense and crisscrossing, creating a complex web of lines across the entire image.

TECHNOLOGY IS NO LONGER A BARRIER

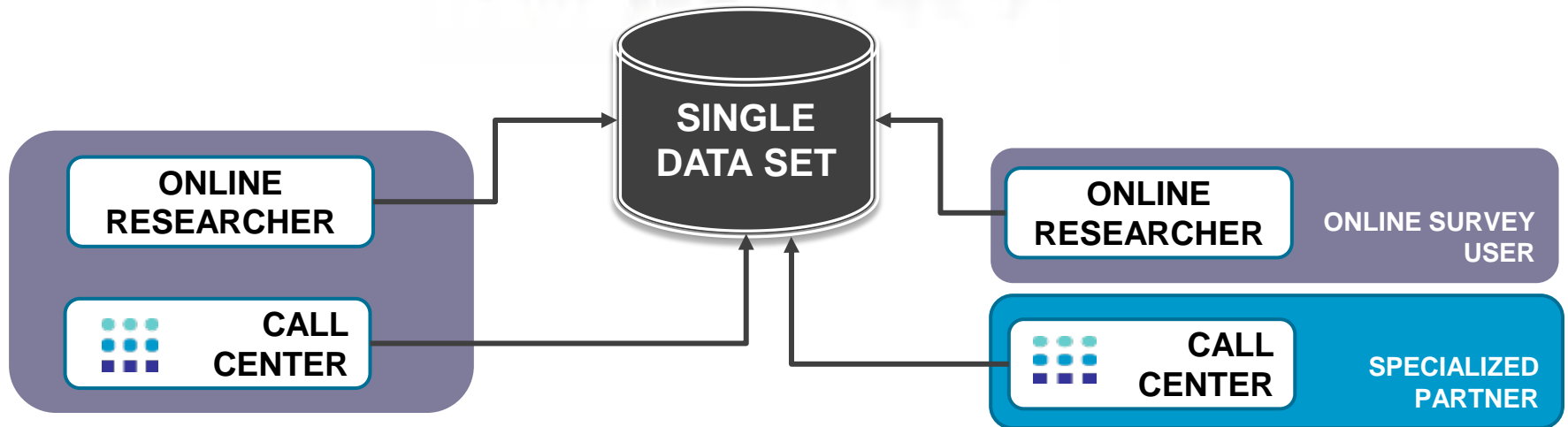
Mixed Vendor, Multi-Mode Workflow

ONLINE SURVEY PLATFORM



PHONE SURVEY PLATFORM

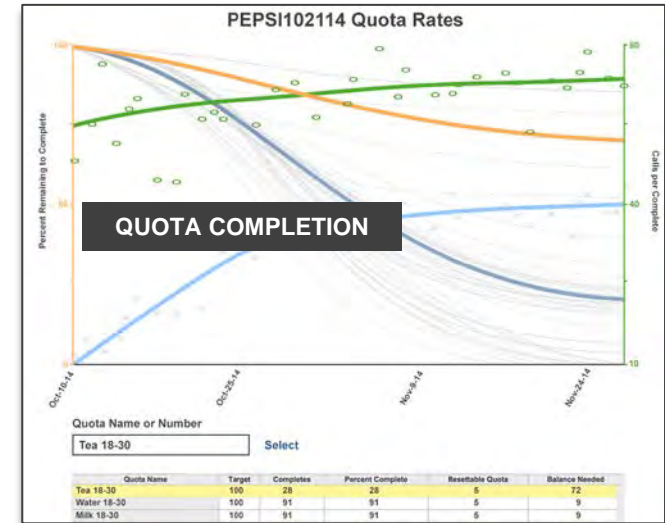
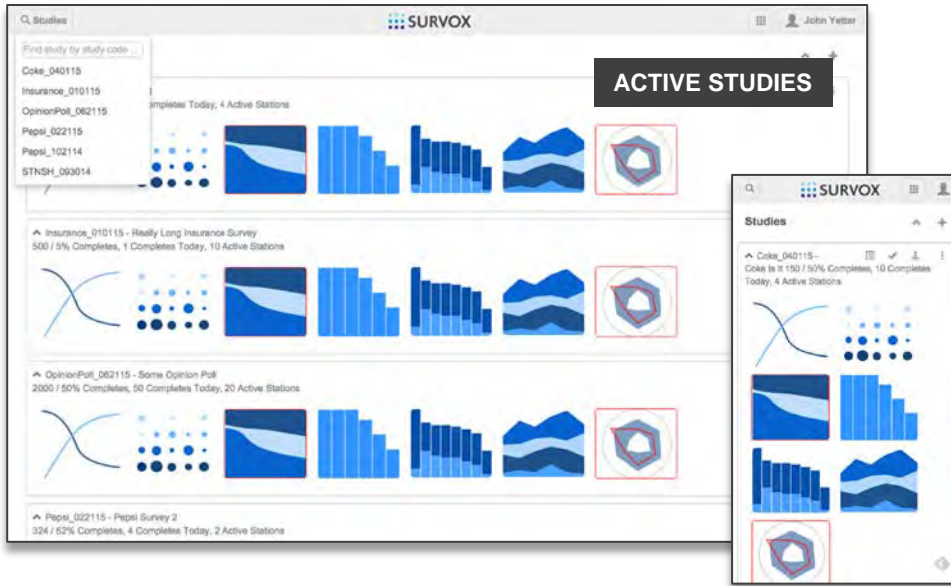
Your Call Center....or "THEIRS"



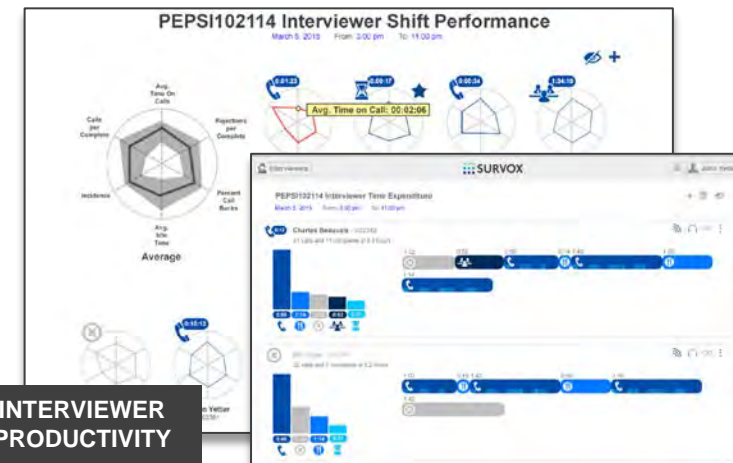
A background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles and squares, and the lines are thin, light blue lines connecting them. The overall color scheme is a gradient of blue, from a lighter shade at the top to a darker shade at the bottom.

CALL CENTER PROFITABILITY

Coming....Operational Dashboards



- Shop level view of active studies.
- Streamlined respondent recruitment.
- Quota completion.
- Productivity optimization.



Survox Solutions & Services



RESPONDENT
TARGETING



CALL CENTER
PRODUCTIVITY



MULTI-
CHANNEL

PHONE INTERVIEW

For the next two days....

☐☐☐ Actively engage

- ☐ Engage with the presentations
- ☐ Add to the discussion
- ☐ Share with your peers

☐☐☐ Seek out our engineers

- ☐ Describe what you do (they are focused on 'roles')
- ☐ Talk about your challenges
- ☐ Tell them how they can help you

A background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles and squares, and the lines are thin, light blue lines connecting them. The overall color scheme is a gradient of blue, from a lighter teal at the top to a darker blue at the bottom. The text "ENJOY THE SUMMIT !" is centered in a white, bold, sans-serif font.

ENJOY THE SUMMIT !



The Future of Telephone Research



DAVID DUTWIN

SSRS, Chief Methodologist

AAPOR, Executive Council
2016 Conference Chair