eXperience Matters

OUR SOLUTIONS

IVR **Custom Panel Services** Mail Online Surveys SMS/MMS Inbound Phone

RECRUIT

- Collaborative development of recruit screener
- Pre-notification mailings via letter or postcard for ABS (address-based samples)
- Custom Caller-ID per project and/or geo
  - Toll-free numbers available on a per project basis or any number you specify as long as it's owner approved for use
- Conduct initial recruit via random sampling of general population, listed/targeted list from a 3rd party supplier, or client supplied database.
- Determined mix of cell phone/landline depending upon list source and target audience. 100% TCPA compliant telephony.
- Incentives suggested but not required for initial recruitment phase
  - Incentive fulfillment if offered during initial recruit
- Monthly to quarterly engagement suggested with panel database

MAINTENANCE

- Replenish database monthly, quarterly, semi-annually, yearly or as needed to accommodate attrition
- Reminder calls to non-responders as needed
- ReconMR can transmit maintenance data as needed in an agreed upon format, via automated process, SFTP, etc.
- Email and physical address, for incentive mailing, would be confirmed and corrected as necessary by the interviewer at the conclusion of the interview.

SUPPORT

- Telephone support is managed via our inbound call platform. Clients have access to necessary agent resources in ReconMR's 750+ seat call center.
- State of the art, fully redundant PBX handles complex call queue settings to ensure panel experience per client's request.

ReconMR
Reconnaissance Market Research

ReconMR specializes in dynamic data collection solutions for enterprise commercial and marketing research firms, social science, academic, public opinion and government surveys with more than 30 years of experience delivering representative high-quality data and results.

OUR EXPERIENCE KEEPS PROJECTS ON TRACK

AUSTIN • HOUSTON • CORPUS CHRISTI • SEATTLE • LOS ANGELES • CHICAGO • NEW YORK

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