



IVR (Interactive Voice Response) is a straightforward and cost-effective way to conduct surveys amongst a large audience in a fraction of the time.



YOUR AUDIENCE

AT YOUR FINGERTIPS

AFFORDABLE & FLEXIBLE

Tap into the diversity and rigor of a CATI study without the associated cost. IVR studies do not require live agents to dial, allowing you to save on staffing and management costs.

Run your IVR study when and where you want. Run multiple studies simultaneously, in different languages, in different parts of the country. IVR gives you the ability to conduct a truly dynamic and versatile study. Great for polling, incidence checks and satisfaction studies.

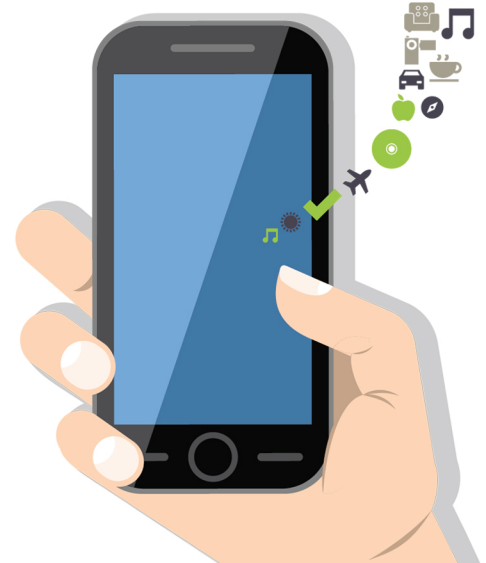
ROBUST DATA

IVR allows you to tap into a much wider audience. Gain direct access to smaller communities, under-represented demographics and cell phone only households.




EASY TO USE

Our IVR solution is a one stop shop. We can provide programming, sample, voice recordings and management of your overall project. IVR can also run in conjunction with additional sampling methods, allowing for multi-mode data collection.



Logit can help you on your next project.

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