



Boosting Survey Response Rates While Shrinking Costs

How a world premier market research firm increased answer rates and accelerated survey sample collection

As smartphones have become fundamental to 21st century life and marked the decline of the ubiquitous landline in every consumer's household, this global leader in market research worked to adapt its data collection process to include cell phone users. The organization shifted from a 100% cold-call landline surveying strategy to incorporate a recruitment by mail model, where phone numbers are now gathered from respondents via a mailed paper questionnaire. Because of this change in methodology, they conduct upwards of 70% of their calls as "warm follow-ups" to a predominantly mobile phone population.

Headquarters
New York, NY

Industry
Media

Call Type
Survey research

The Issue

With the global volume of calls numbering over one million per month, the organization's phone numbers were often flagged incorrectly as "spam likely," or even "scam risk," by various carriers, applications, devices and third party vendors. This drastically reduced their ability to connect with those who had volunteered to be surveyed. These consumers were ready and willing to take a call but weren't responding.

With mobile calls marked as spam and lacking brand identification, potential respondents were unable to understand the purpose or nature of the call and oftentimes made the choice not to pick up. Unidentified calls were especially impacting their ability to collect data from younger populations who were even less likely to answer a call from someone they didn't know.

Contact rates started to decline, which reduced the firm's ability to achieve the desired speed, size and diversity of survey samples collected. In turn, this began driving an increase in the cost of telephone data collection and overall survey costs.

The Solution

The organization looked to Hiya to increase their contact rates with consenting cell phone respondents. By employing branded call identity and reputation monitoring, they hoped to reverse the rising cost of data collection and minimize the number of outreach calls to obtain their optimal survey samples.

“ We've built a strong recognizable brand and we knew Hiya would be able to help us carry our strong brand awareness through the phone.

- Lead Data Scientist

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Impacting caller engagement with Hiya

Within weeks of implementing Hiya, the market research organization saw an overall lift of 81% in call answer rates, a 33% increase in calls over 60 seconds and a 48% decrease in calls lasting under 15 seconds. For the organization, longer talk times are a great indication that the call recipient is seriously interested in participating in their studies. When their call agents can develop a stronger relationship with the survey respondent, the likelihood increases that the respondents will return a quality response.

81%

increase in answer rate¹

33%

increase in calls lasting over 60 seconds

48%

decrease in calls lasting less than 15 seconds

¹Based on calls made through February 2020

Beyond reputation monitoring and branded calls, Hiya provides robust analytics and insights which prove invaluable to those that live in the data. According to the firm's lead data analyst, "Hiya provides us data in so many forms that it really helps us understand the impact Hiya is having on our contact rates."

With Hiya, they were able to see internal contact rates for their audio diary pre-survey call increase 1.3 percentage points from 10.9% to 12.2% and post-survey call contact rates increase 1.0 percentage point from 9.9% to 10.9%. This uplift represented a significant direct increase ($p > .01$) in their survey contact rate. With the volume of calls placed, this impact is huge.

"We saw a remarkable lift in call pick-up rates with Hiya which translated into an increase in audio diary completions. Moving the mark by only 1 percentage point sounds small, but it is significant for us. Over the course of the year, that could amount to considerable savings through a reduction in sample mailed materials and dials."

Comparison with other solutions

"We did trial a third-party aggregator and didn't see much of an uplift. It really wasn't clear to us what was happening, were they just reputation, were they adding a caller ID name, were they removing fraud or spam labels? We just didn't know." - Lead Data Scientist

hiya connect

Learn more about Hiya Connect

Visit hiya.com/Connect or email us today connect@hiya.com

ABOUT HIYA

Hiya is modernizing voice with trust, identity, and intelligence that drive unsurpassed performance of the voice channel. Carriers and enterprises worldwide are transforming voice with Hiya's Voice Performance Platform, achieving full call integrity, superior experience, and higher connection rates that delight customers and deliver new levels of value for the business.