



Consumer Opinion Services Telephone Based Services



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Research Recruiting

In-Depth Interviews

Focus Facilities

Moderator Services

Qualitative Design

Executive Interviewing

Analysis and Reporting

Consumer Opinion Services offers a full range of telephone based services intended to help maximize your research effort. Ranging from survey design to real time, secure online reporting, we employ tested and proven methodologies to deliver results.

Survey Design

In an interactive process with you, COS can create an effective survey and sampling model that realizes your objectives in the most cost efficient manner. We work with you to determine your needs, and then utilize a four step process to deliver a survey instrument that optimally provides you with the answers you need.

Computer Aided Telephone Surveying (CATI)

CATI allows maximization of sample sources, interviewer productivity and results, and efficiency in data collection. Our CATI service scan delivers in-depth results at a faster delivery schedule and, most importantly, less cost.

Full Data Processing Services

COS offers full data processing services. We can produce tables and cross tabulations that meet your specific needs, and deliver them in a wide variety of formats. Coding and data entry are also available.

CATI Research Recruiting

Compared to paper recruiting methods CATI substantially increases accuracy in sample dispositions, interviewer productivity, and data results. Better managed recruitment and screener administration means higher quality data in focus groups, panels, and one on one interviews.

Real Time, Secure Online Reporting

Results available to you in real time, means that you and your clients won't be waiting for a report or update. Simply log on to our secure website to see your project's progress, 24 hours a day. Of course, reports and updates are also available in more traditional formats (Fax or Phone) at the customer's request.