



WHAT'S IN A NAME?

Further Experiments in Increasing CATI Contact Rates

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Challenges Continue for Telephone Data Collection

US LAWS CONTINUE TO DAMAGE INSTEAD
OF SUPPORT THE RESEARCH INDUSTRY

1991 – TCPA bans autodialing cell phones and, unlike the National DNC, provides no carve out for research calls

July 16 2020 – TRACED act (part of STIR/SHAKEN framework) allows telephone companies to block any traffic that they feel is fraudulent with no repercussions due to blocking legitimate traffic

Challenges Continue for Telephone Data Collection



Unwanted calls are the #1 complaint received by FCC/FTC

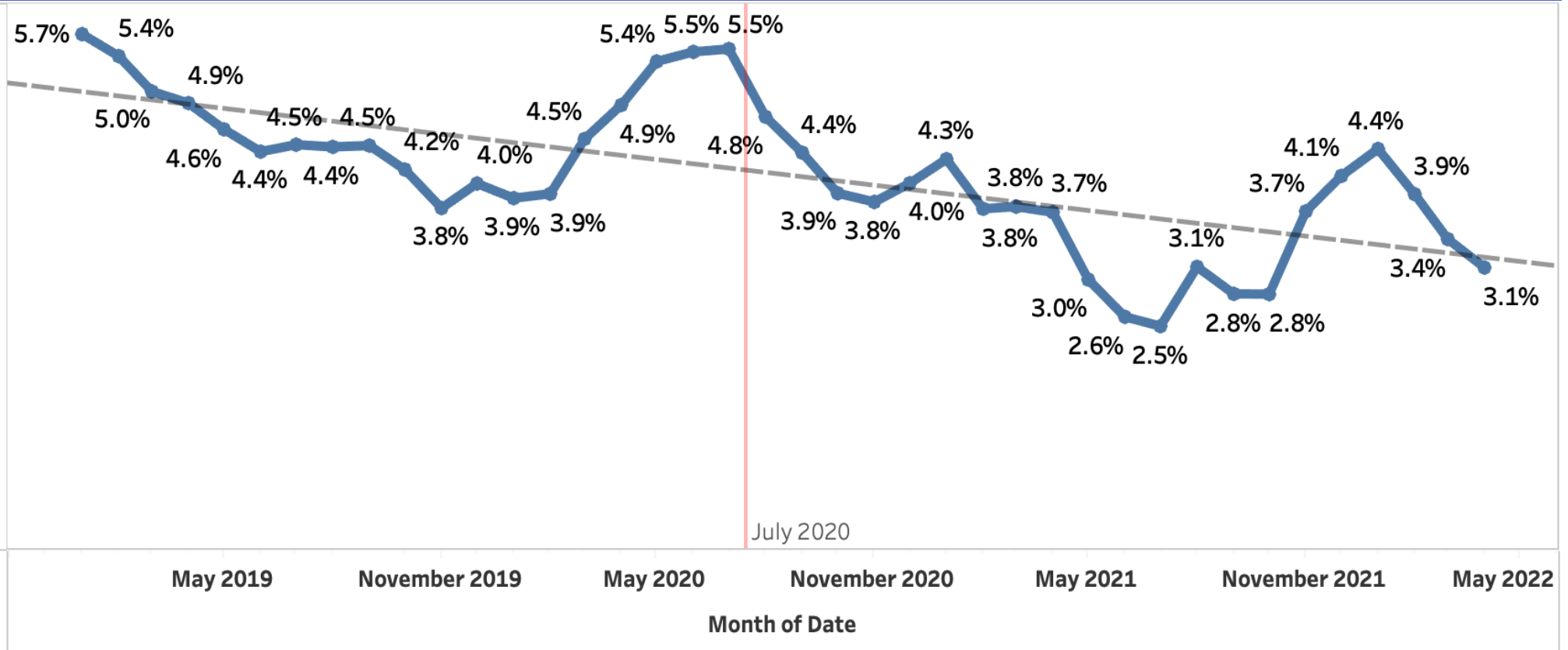
- Lawmakers want to please the public by reducing these calls (and hoping to earn reelection as a result).
- Mass majority of the population does not discriminate between fraudulent robocalls and survey/research calls.

Cell Phone Contact Rate Trend

CONTACT RATE 1 TREND

Workbook: Contact Rate 1V1, Data Extract last updated on: 4/12/2022 11:39:32 aM

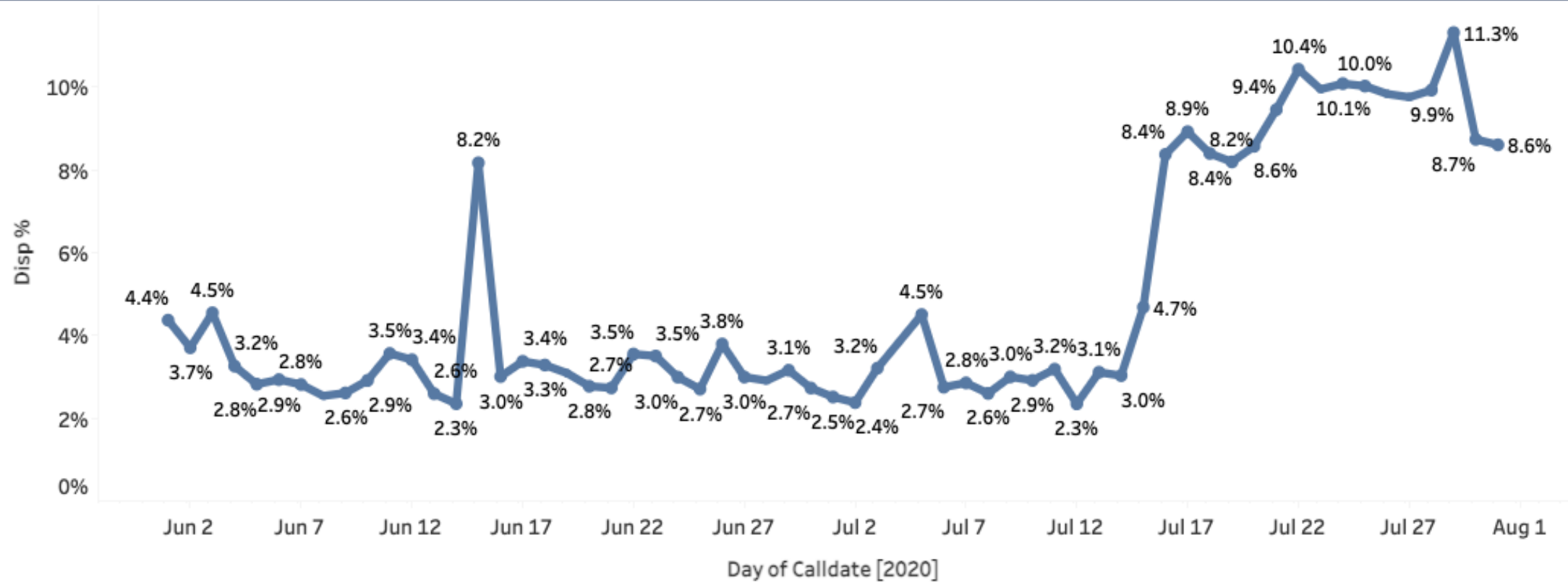
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Cell Phone Contact Rate Trend

DEAD AIR TREND

Workbook: Daily Disposition trend, Data Extract last updated on: 4/12/2022 9:11:46 aM



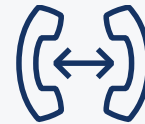
Methods Used to Increase Cell Phone Contact Rates



Caller ID Manipulation



Leveraging Phone Activity Codes



New and rotated outgoing phone numbers



Operational Considerations

Using Caller ID Manipulation to Increase Contact/Response Rates

A Comparison of Political Campaign Calls July 2021 vs. October 2021

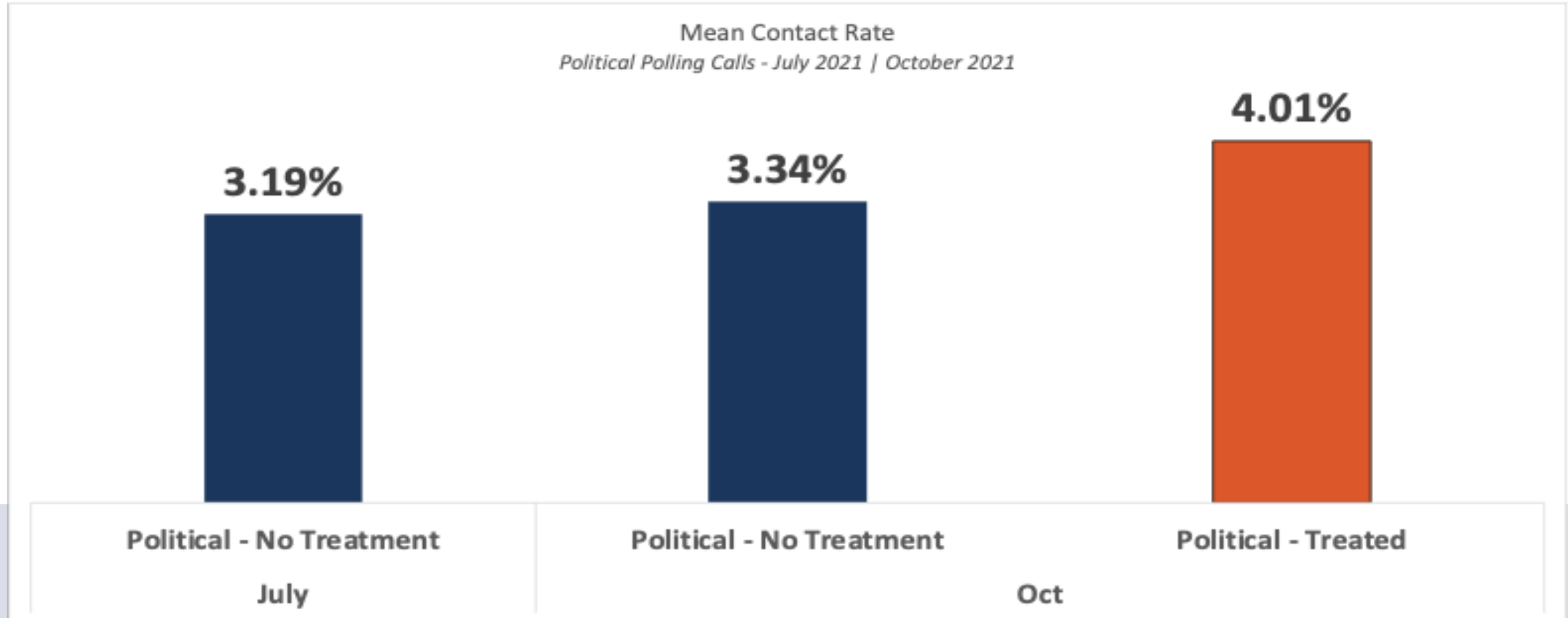
The caller ID changes were an offering from only two carriers – AT&T and T-Mobile – so cannot be used for 100% of traffic

Verizon does not currently offer this product even though it makes up about 40% of all US users

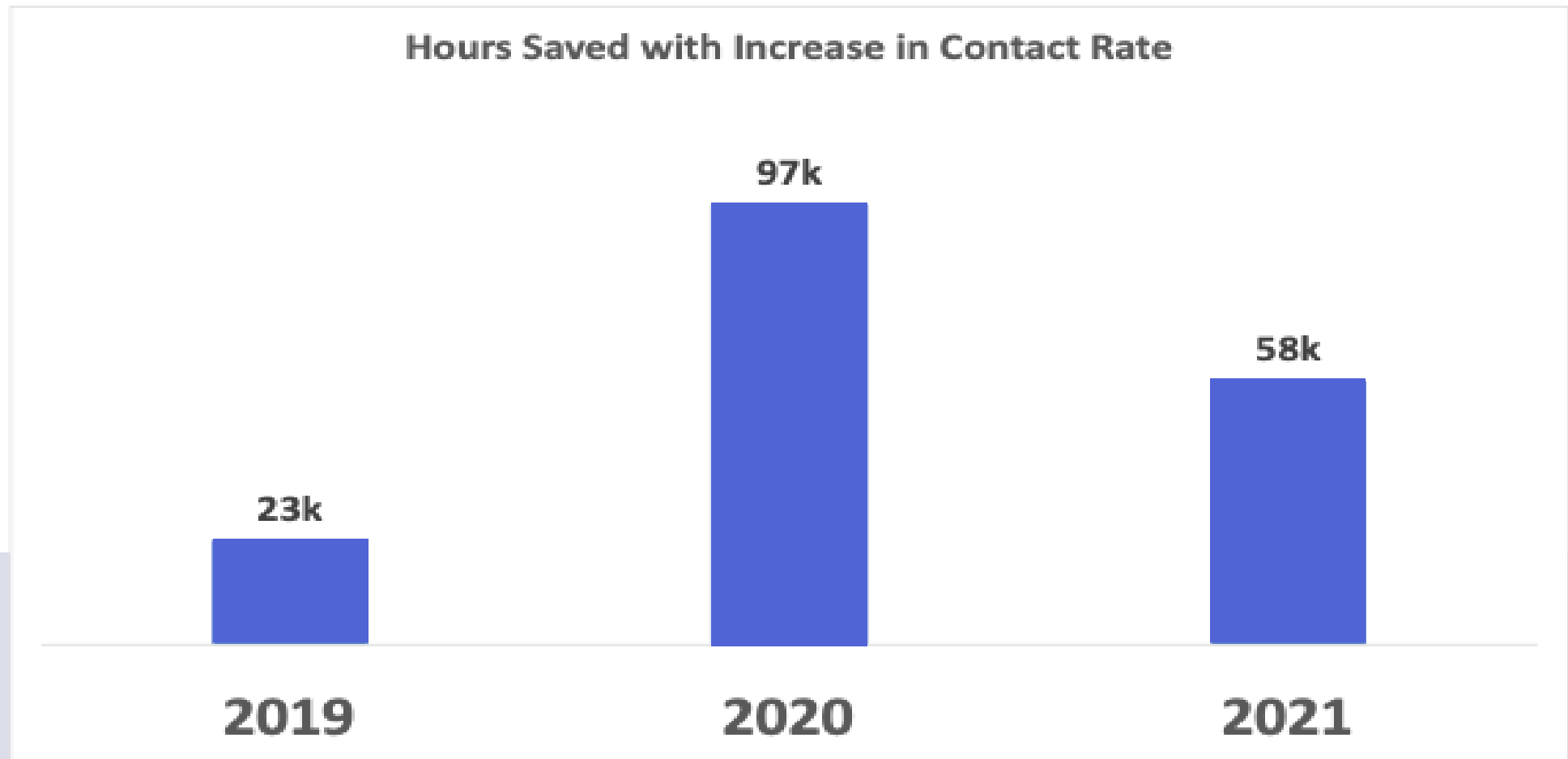
- **July 2021:** 8.4 million calls were ‘untreated’ (the display was simply a phone number and city/state based on the area code)
- **October 2021:** 10.7 million calls - 5 million with ‘treatment’ (phones displayed ‘Dynata Survey’ or ‘Dynata Research’) and 5.7 ‘untreated’

Political Campaign Calls July 2021 vs. October 2021

Results



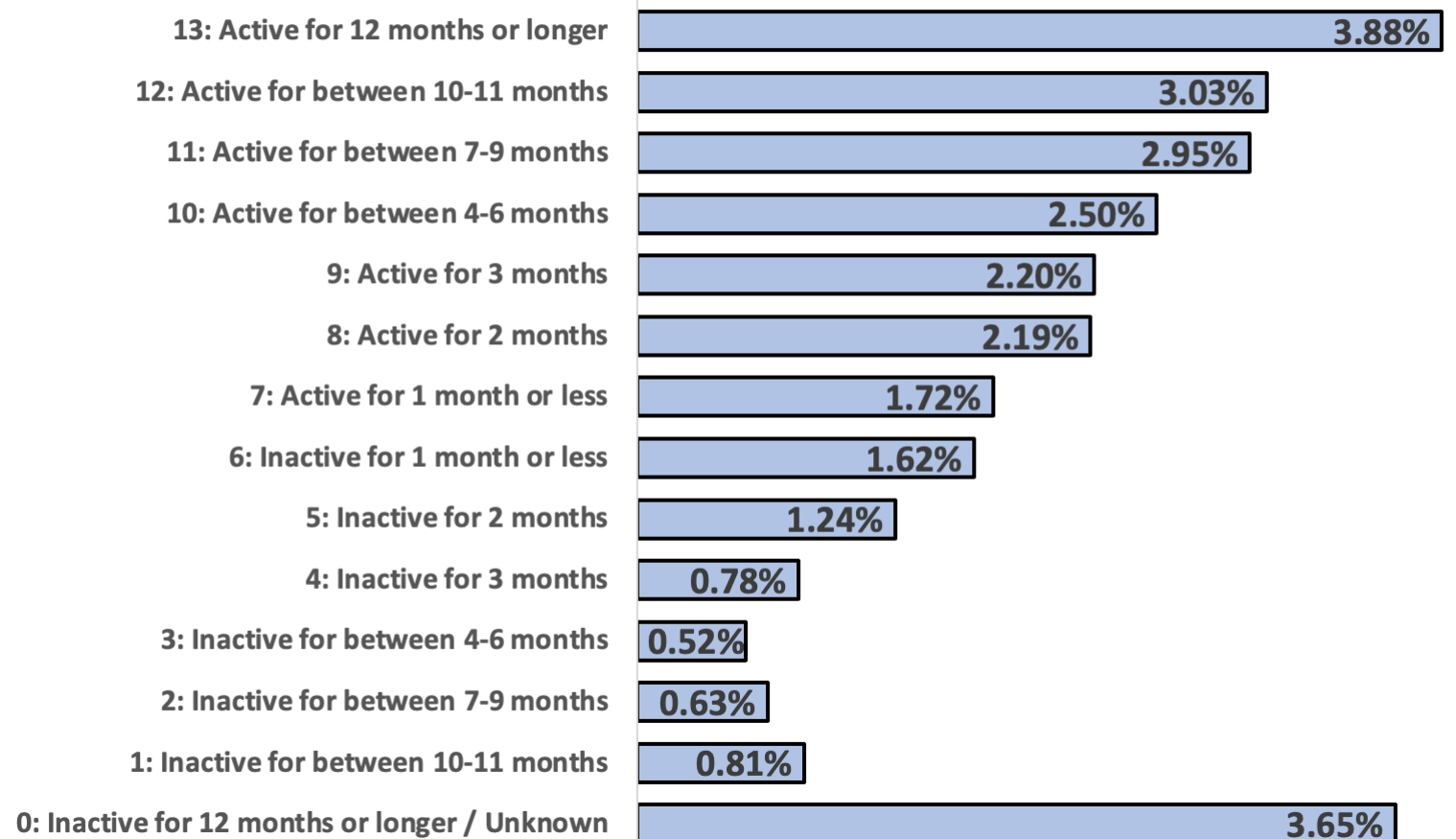
Results



Phone Activity Information – Dialing RV Sample

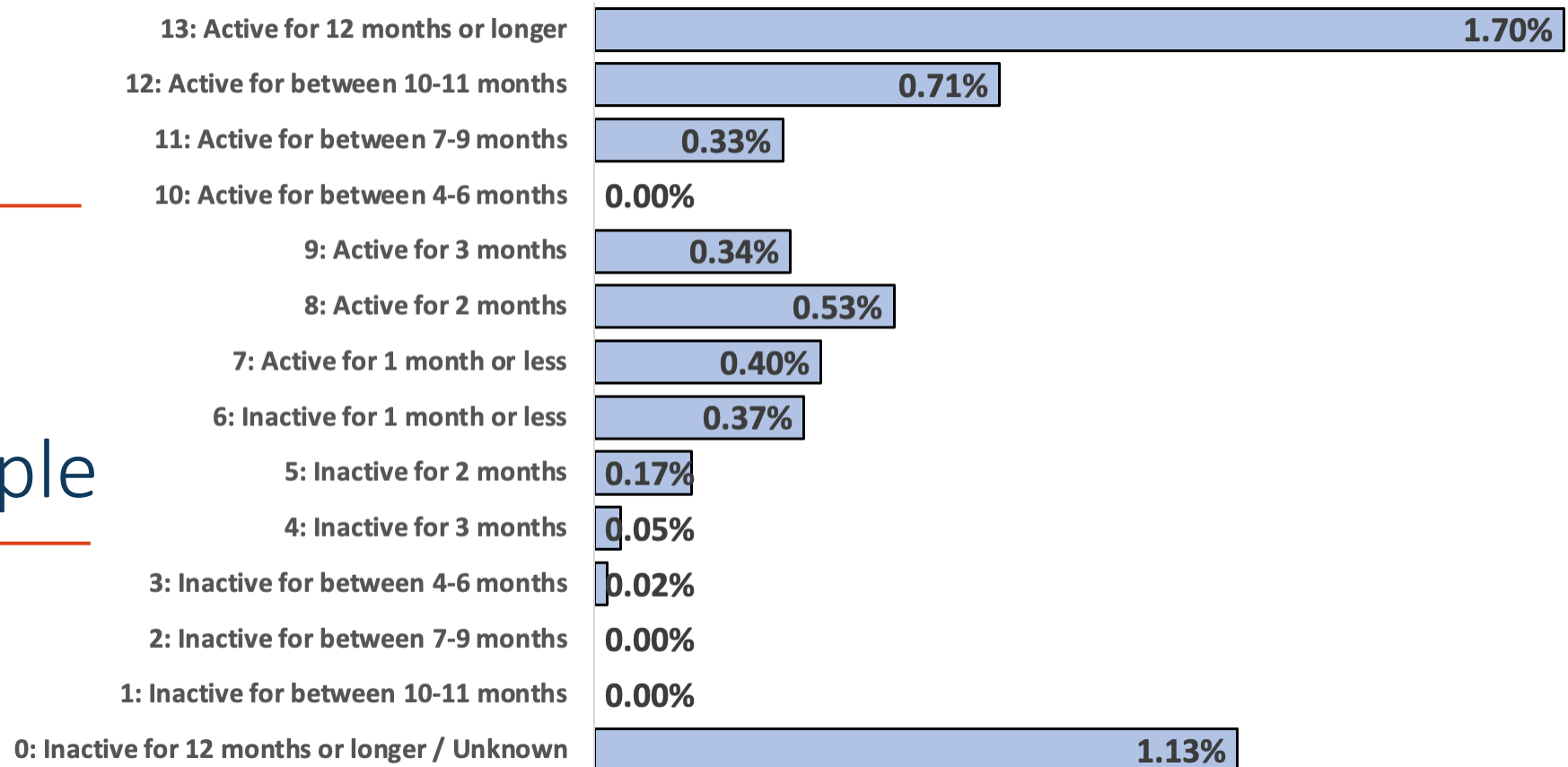
Contact Rate by Activity Flag

Political Polling Only - Feb 1 - 16



Phone Activity Information – Texting RV Sample

SMS Response Rate by Activity Flag



Best Practices For Managing Outgoing Phone Numbers

TeleCos will flag certain caller IDs/outgoing phone numbers as 'spam' due to heavy and frequent usage:

Limit calls on a given number to 500-1000 a day and then change the number

Regularly purchase new numbers and immediately rest them for a few months in case they have been previously flagged as spam

Monitor the reputation of numbers to see if they are flagged as spam and are being blocked

Operational Considerations

Stricter dialing rules to respect the respondent experience and improve future calls:

- Less flexible about time zone limits (hard stop at 9PM)
- Reduced number of attempts per record per day on each project
- Ensure a minimum of 90 minutes between attempts that result in No Answers/Unavailable calls
- Reduce the total number of attempts made on records at a project level:
 - Previously capped both landline and cell attempts at 8 on a project, but would frequently go over when necessary
 - Cell attempts are now capped at 6 attempts per study and landlines at 8 attempts. We try much harder to adhere to these limits



Conclusions

Contact/Response Rates for Telephone Interviewing continue to drop due to various reasons –

- No ‘silver bullet’ solution
- Can use a combination of methods to incrementally increase contact
- Hoping that STIR/SHAKEN will eventually be a help as there may be a system in the future to verify valid call center numbers so carriers do not block them

THANK YOU!



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