The world's leading software for
Market Research and
Enterprise Feedback Management

Confirmit®
everywhere

Choosing the Best CATI Solution for Your Business

Confirmit offers a range of market-leading and award-winning Computer Aided Telephone Interviewing (CATI) solutions to suit the varying needs of Market Research organizations and Enterprises around the world.

Whether you are looking for a software solution for a team of five or 500 interviewers, and whether you are looking to improve quality, performance, or both, we have the answer. Furthermore, our solutions fully support mixed-mode projects, enabling you to move between telephone and Web-based interviewing dependent on your survey—and respondents'—requirements.

Confirmit CATI Benefits

Our CATI solutions improve your business and provide excellent Return On Investment (ROI) by:

- Improving the efficiency of your telephone research process through a centrally managed approach.
- Increasing interviewer productivity through better call management.
- Making the data collection process faster and more accurate— all aspects of telephone research are streamlined into a highly productive workflow.
- Maximizing response rates with mixed-mode options to give respondents the choice of how to complete surveys.
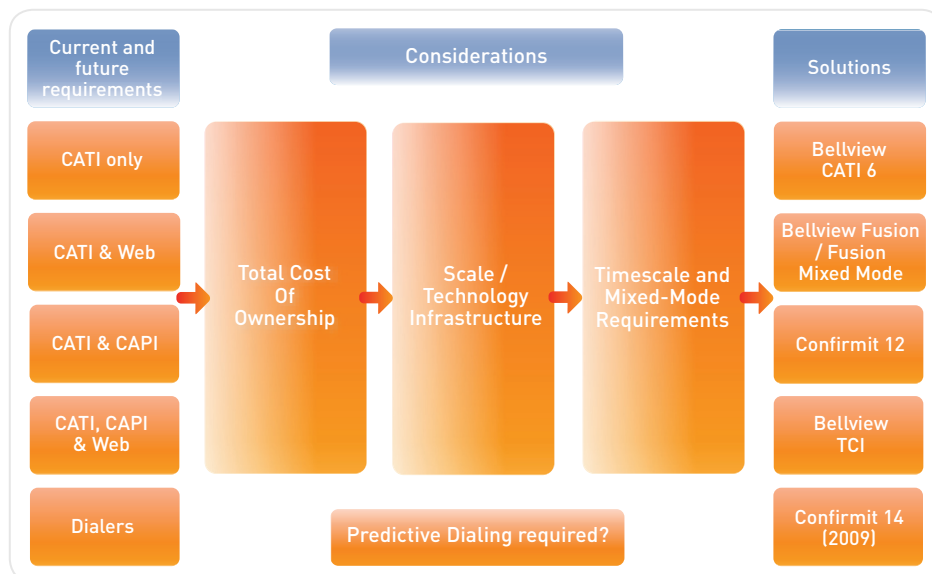
In addition, our CATI solutions can be integrated with our survey creation, data processing, and reporting solutions to provide an end-to-end research engine.

Which Product is Best for You?

To determine which product fits your requirements best, there are a number of questions to consider, including:

- Do you need CATI functionality only, or are you conducting mixed-mode surveys using the Web, or CAPI, or both?
- What is the size of your call center and are you planning major expansions? Or are you looking at home-based worker or distributed options in the future?
- What are your budgetary constraints and what sort of return on investment are you expecting over the next six months, a year, three years, and beyond?
- What technological capabilities do you currently have in terms of existing systems and staff?

These considerations can all be mapped to our product range to provide you with the best fit for your needs, as illustrated in the diagram below.

Current and future requirements	Considerations			Solutions
CATI only				Bellview CATI 6
CATI & Web				Bellview Fusion / Fusion Mixed Mode
CATI & CAPI	Total Cost Of Ownership	Scale / Technology Infrastructure	Timescale and Mixed-Mode Requirements	Confirmit 12
CATI, CAPI & Web				Bellview TCI
Dialers		Predictive Dialing required?		Confirmit 14 (2009)

Market Research and Enterprise Feedback Management

Deliver Projects of Any Size and Complexity

All our CATI solutions are highly scalable, making them suitable for research projects of any size and any complexity. We have provided solutions for customers requiring quality assurance support for a team of just four agents, to a highly-complex, mixed-mode social research project carrying out up to one million calls per quarter.

The size and type of projects you are undertaking may determine the best solution for your needs, so it is best to discuss your specific requirements with our sales team.

Autodialing Add-On for Significant Cost Savings

Our dialer solution, Bellview TCI, takes your CATI function to the next level by providing powerful autodialing capabilities that lead to significant reductions in the cost of telephony. This tool supports traditional call center functions as well as distributed call center operations and those employing home-based workers, and is suitable for functions of any size and geographical location.

Longevity—Solutions for Now and for the Future

Investing now in Confirmit's CATI solutions makes ideal financial sense, since you are able to reap all the benefits as early as possible, safe in the knowledge that these tools can expand with, or adapt to, your changing business requirements.

The planned arrival of our new platform in 2009 will bring additional opportunities for both existing and new Confirmit customers. However, our current solutions will continue to receive the same high level of support, maintenance, and development.

These solutions are critical elements in our product offering, and for our existing customers' business. Furthermore, for many new customers, these solutions will provide the best answer to specific CATI project requirements, large and small, for years to come.

Future Considerations—Confirmit's Product Roadmap

Confirmit's next generation platform is currently under development. It will provide an enhanced and unrivaled engine that covers the entire research project process, from survey design and authoring to data collection, data processing, and analysis and reporting. Mixed-mode interviewing via CAPI, CATI, and Web will all be supported through the single platform.

The entire solution will be available as an on-demand service, leaving you free to concentrate on your core business.

This new platform is not a replacement for our existing product set. Instead, it greatly expands the range of solutions we can offer to our customers and provides a new level of functionality for many different research applications.

Confirmit's existing products have been—and will continue to be—developed based on over 20 years' experience in the market and our unique understanding of the varying requirements of our customers.

Discuss Your Requirements Today

Contact us today to find out more about our range of CATI solutions, as well as our complete product suite for Market Research and Enterprise Feedback Management. We will be happy to discuss all aspects of your project requirements, both now and in the future, to determine the solutions that are best suited to your specific needs.

About Confirmit

Confirmit is the world's leading provider of software for Market Research (MR) and Enterprise Feedback Management (EFM). The company has more than 200 employees and offices in Oslo (headquarters) Guildford London Moscow New York San Francisco and Yaroslavl. Confirmit's software is also distributed through partner resellers in Milan Santiago Sydney Tokyo and Valencia. Confirmit became a public company in December 2005 and is listed on Oslo Stock Exchange under the ticker "CONF".

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection panel management data processing analysis and reporting. Customers include British Airways Countrywide Financial Dow Chemical Experian GlaxoSmithKline Halifax Bank of Scotland Hewlett Packard Intrawest Ipsos Nielsen The NPD Group Safeco Insurance StatoilHydro Symantec and Virgin Media.