



# NOW



AUTOMATIC PHONE SURVEYS WITH REAL-TIME RESULTS

YOUR PLATFORM FOR  
FAST, ACCURATE,  
RELIABLE SURVEYS

# Introducing Aresco Instant Research

## Your answer to so many questions

>>> Aresco is a non-partisan research and political consulting firm founded in 1977 and specialized in social research. We run a successful consultancy providing services for governments, political parties and industry. Eight years ago we began developing a system into which we poured the know-how and experience gathered over 30 years of successful public opinion consulting. The outcome is a turn-key system which embodies our fine-tuned research methodology together with leading edge technology and a user friendly interface. The solution developed automates the following procedural stages:

- ✓ Random case selection
- ✓ Data Collection
- ✓ Data Entry
- ✓ Data Cleaning
- ✓ Supervision
- ✓ Data Processing
- ✓ Automatic Adjustment of Parametric Variables
- ✓ Data Reporting and graphing



Our platform has allowed us to become a data collection facility specializing in supporting public opinion and market research suppliers with IVR (Interactive Voice Response) telephone based interviewing. Aresco Instant Research offers its services not only to full-service research suppliers, but to consultants as well. We can conduct automated outbound surveys 24 hours a day, seven days a week, anywhere in the world. Your survey can typically be fielded in 24 hours or less.

## How is Aresco Instant Research being used?

- Sociopolitical Research
- Benchmark studies
- Exit polls
- Tracking polls
- Omnibus polls
- Media testing (radio, telephone)
- Test slogans, jingles
- Political messages
- Live TV Share measurement

We develop and control our own technology and infrastructure which permits us to offer our innovative survey methodology through a reliable, high call-volume platform. Our state of the art platform can be offered by your company to your clients fully customized with your look-and-feel. Your customers will see your logo and selected color scheme. Aresco Instant Research will have no contact or access to your clients. You can define who has access and the level of access to all surveys your company contracts.

Our unique Internet-based solution requires no investment in hardware, software, or human resources on your part. Aresco Instant Research balances the need for superior services with affordable pay-as-you-go pricing.

Our Instant Research survey solution will empower your company to offer your clients these benefits:

- ✓ **Cost effectiveness versus alternatives** - our system provides results at a fraction of the cost of conducting a survey door to door, through the mail or via live agents.
- ✓ **Quick deployment** - our surveys can be deployed in just hours and require no hardware setup or software installation.
- ✓ **Quick results** - our infrastructure allows us to field your survey in record time. The results are tabulated within seconds. Our solution consolidates data instantly which enables real-time monitoring of results. You'll get convenience for the respondent and immediate data for yourself.
- ✓ **Accuracy** - eliminates the errors and high costs associated with data entry. Our proven methodology will ensure the validity of the results.

- ✓ **Convenience** - Results anytime, from anywhere in real-time over the Web. Our web based data analysis tools allow you and your clients to quickly analyze your data even while it is still being gathered. The built-in intuitive tools allow for self-service analysis by your clients.



## Quick facts

- Widely used in political campaigns in several countries
- Over 20 million calls placed yearly
- Over 2100 surveys fielded
- 5000 phone lines at your disposal - up to 10000 completes per hour!
- Both closed and open-ended questions
- Public opinion polls, market research, message delivery, TV share measurement, etc.

Just give us your questionnaire and we'll help you maximize your response rate and deliver the results in easy-to-read reports. We'll do it well and on-time.

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