



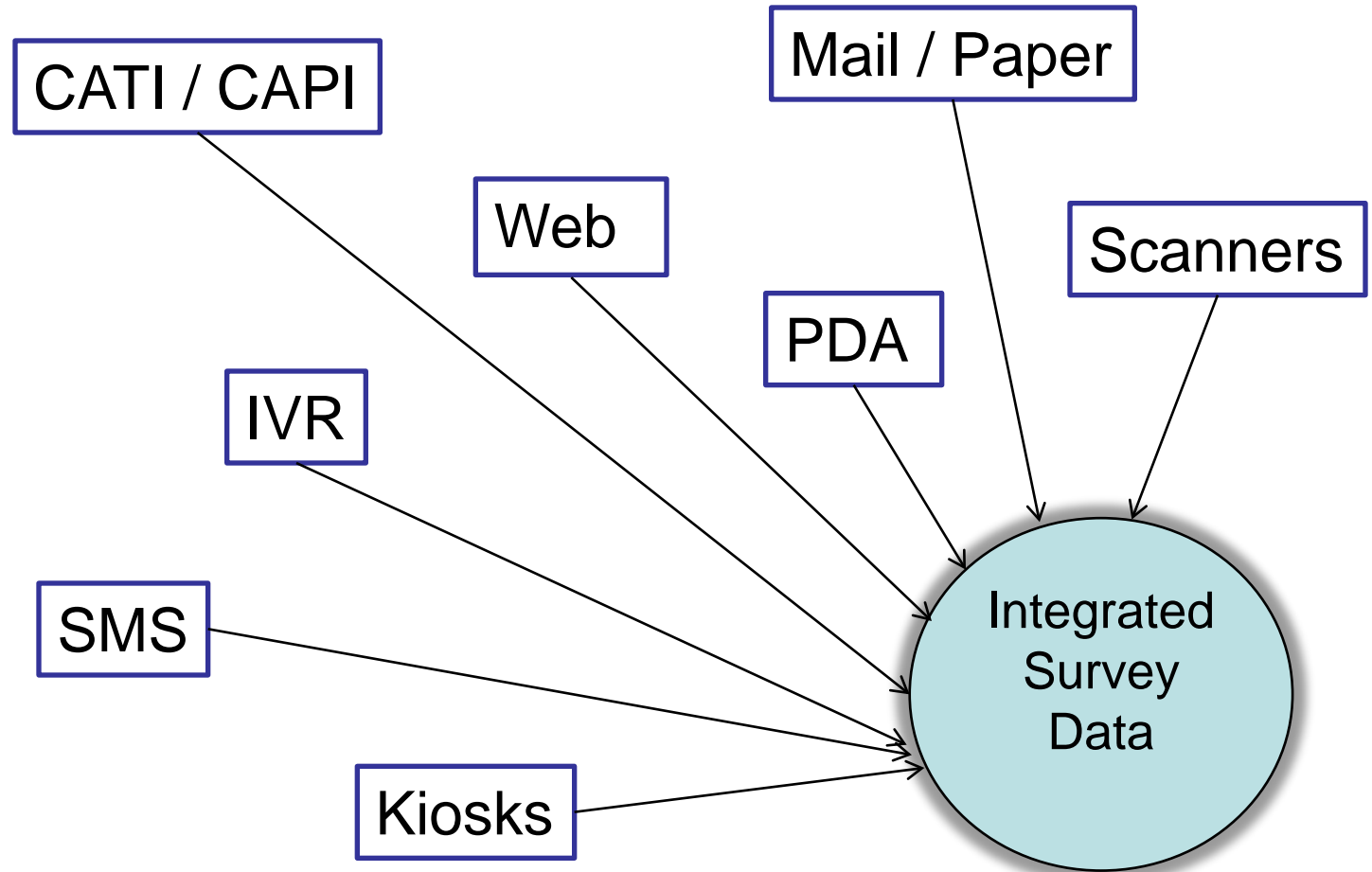
# Integrating Multi-modes IVR, Web, Paper

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# Framework: Surveys of today and tomorrow...





# Technology Features that Facilitate Multi-Mode Goal

- Share databases and lookups across modes
- Share 'look and feel' of the survey interview
- Apply common business logic regardless of mode or data collection interface
- Fully integrate data from any mode or data collection interface into a centralized database
- Improved consistency in metadata



# IVR, Web and Paper Characteristics

| Characteristics         | IVR                            | Web                                      | Paper                         |
|-------------------------|--------------------------------|--|-------------------------------|
| Eligible population:    | All persons with phone service | All persons with web access              | All persons                   |
| Input:                  | Aural                          | Visual & Aural                           | Visual                        |
| Reading required:       | No                             | Yes, with ability to support section 508 | Yes                           |
| Pace:                   | Application set                | Respondent set                           | Respondent set                |
| Access to interviewer:  | Directly from application      | Directly from application                | External to application       |
| Place of contact:       | Anywhere with phone service    | Anywhere with internet access            | Depends on delivery method... |
| Range of question types | Most limited                   | Least limited                            | Somewhere in between          |



## Features of IVR Interface

- Outbound capability as well as inbound
- User device determines portability, not dependent on build of application
- Methods to address confidentiality needs
- Flexibility in terms of speech or touch tones
- Provide help options & smart error-handling
- Very scalable, supports multiple languages



## Example IVR

We'll demonstrate to you

- Authentication
- Introduction and Global help
- Question/Response
- Confirmation/Correction
- Completion/Post processing



## Features of Web Interfaces

- User device determines portability
- Multiple paths (Email link, direct URL access, through project website, etc.)
- Methods to address confidentiality needs
- HTML or fill-able PDF formats
- Provide help & smart error-handling
- Very scalable, supports multiple languages



## Example Web

We'll demonstrate to you

- Authentication
- General help and information
- Question/Response
- Completion/Post processing





# Paper and Electronic Paper Interface

- Low tech
- Portable
- Can support measure of pre-filling and customization
- Business rules applied without respondent interaction
- Supports multiple languages



# Forms Data Capture Capabilities

- COTS
- High volume processing
- Multi-mode integration
- Workflow management
- Image management
- Centralized or distributed model
- Structured vs. unstructured
- Electronic or hardcopy collection



# Capture and Verification Capabilities

- Out of box interfaces
- Barcode and Form ID recognition
- Automated work flow
- Automatic data extraction
- Apply business rules



# Data Capture Demonstration

We'll demonstrate to you

- Data captured from electronic or hardcopy forms
- Paper trail ends at scanner
- Consistent processing across formats based on verification instructions and embedded editing



# Integrated Database Access

- Flexible export from the interfaces
- Survey metadata
- Links to post processing and delivery operations



# Reporting Example

We'll demonstrate to you

- Authentication
- Custom Analyses
- Drill-down navigation
- Filtering
- Multiple output formats



# IVR, Web and Paper in a Multi-Mode Survey

- Multi-modes survey solutions more common and likely to increase
- Select modes for survey based on error properties, cost – optimize to attain primary objective
- IVR, Web and Paper
- For more information:

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