

*Your Company  
and  
Market Resource Associates, Inc.*

*I.D.E.C.S.™*

*Individual Data Entry Collection System*



**Market Resource Associates, Inc.**

# MRA Experience

Client and Project Management  
Management of inbound Call Center  
Campaign Management  
Statistical Analysis  
Strategic Analysis  
Best Practices



# What is IDECS?

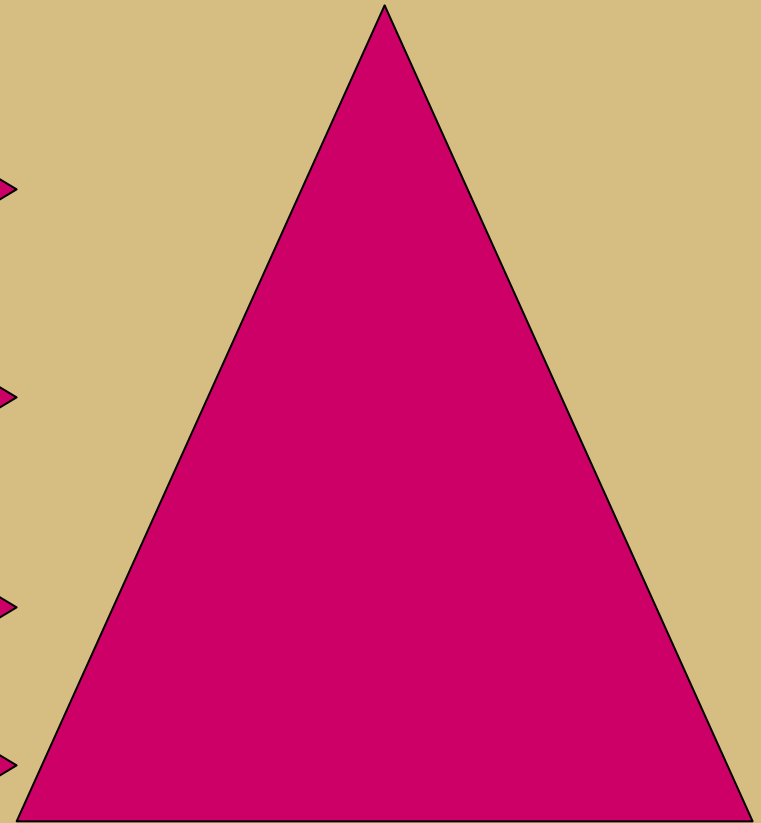
IDECS is an automated, scaleable, and cost-effective inbound telephone system for collecting information from individual respondents.

**24 hours a day - 7 days a week**



# Goals of IDECS

- Identify opportunities for solutions which will enable business decision makers to develop a roadmap for developing a solution
- Gain a thorough understanding of specific relationship interactions (buyers, sellers, partners, etc.)
- Gain a thorough understanding of the competitive landscape
- Gain a thorough understanding of your business environment



# Benefits of IDECS

Handles open-ended questions

Data is cleaner for analysis

Less expensive than phone forms of surveying

Less biased, more uniform and reliable results

More rapid response than mail surveys

Enhanced end-user experience

Less waiting for creation, conduction, or tabulation of surveys

Interviewers are not writing down what they *thought* the respondent said

Convenience for respondents (24x7 access)



# Features of IDECS

Yes/No, range, and open ended questions

Responses can be rotated to insure unbiased answers

More complete open-end data

Fast-Tab allows for dissemination of information as it is collected

Surveys can branch or terminate based on response

Immediate response (Fax-Back, E-Mail Back, or Call Transfer)

Set-up time is less than one week

Surveys can be conducted in any language (experience in English and Spanish)

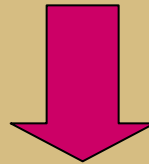
Updated daily reports

**Ability to handle 12,000 calls per day!!!**

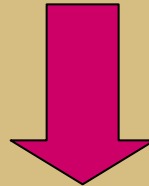


# Components of IDECS

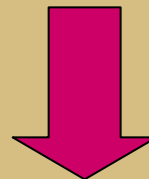
Survey Instrument Design



In-bound telephone



Analyze



Report

# 3 Examples of IDECS Projects

Retail Store

Package Goods Company

Hotel, Resort, Casino



# IDECS – Retail Store

Replace exit interviews

with an invitation via:

- Receipt
- Staff Member
- Randomly passed out

Questions can be answered through

- Touchtone
- Voice Recognition

## *Result*

Immediately understand the customer's experience after a purchase



# IDECS – Packaged Goods Company

Card placed with the  
item purchased:

- Customer is presented invitation when they originally use the product

Understand the buying process and why the customer chose your specific product

What other products were bought in conjunction with item

## *Result*

Immediately understand why the customer purchased your product



# IDECS – Hotel, Resort, Casino

Card given to customer

upon check-in:

- Customer can make you aware of the experience while it is taking place

Understand positive and negative experiences your customer is currently having

React immediately to your customers concerns and keep them happy

## *Result*

Maintain customers satisfaction and find out what services your customers like and dislike in real-time



# Other Opportunities for IDECS

Concept Testing – Mail out with IDECS recall

Product Testing – Mail out concept, IDECS recall then mail out product, IDECS recall

Grand Opening – Invitations handed out by cashiers, IDECS interview, next day feedback including listening to customer comments

Very Large Scale Study – Use radio or TV advertising to invite respondents to call, IDECS interview

Large Scale Multiple Unit Retail Study – Cashier hands out invitation, IDECS Interview



# What you should expect?

- Phase deliverables (Design, Implementation, Completion, Analysis, and Review)
- Univariate and Multivariate Techniques such as, cross tabulation-24, frequencies, regression analysis, segmentation, etc. depending on project need
- Generation of strategic plans, activities, and documents

# IDECS Delivers...

- Repeated project successes based on previous experiences
- The ability to move rapidly through the project lifecycle
- Standard “proven” methods which help ensure quality
- Multiple types of analysis

# IDECS Steps

Strategy

Design

Development

Testing

Collection

Analysis

Reporting

Implementation



# IDECS Recap

The automated and scalable inbound telephone system for collecting information from respondents.....

At a low cost compared to outbound telephone.



# The Cost of IDECS

## IDECS

Basic Set-up (1 week) \$3500.00

Cost per minute \$.50

(Ability to collect 500 – 3 minute interviews in 1 hour)

## Comparative Standard Quantitative Survey

Set up \$750.00

Interviewer Costs (per hour) \$30.00

(Interviewers rarely collect more than 2 – 3 minute interviews in 1 hour)

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### 1,000 Surveys (5 minute Survey)

IDECS \$6,000.00

Outbound Telephone \$15,750.00

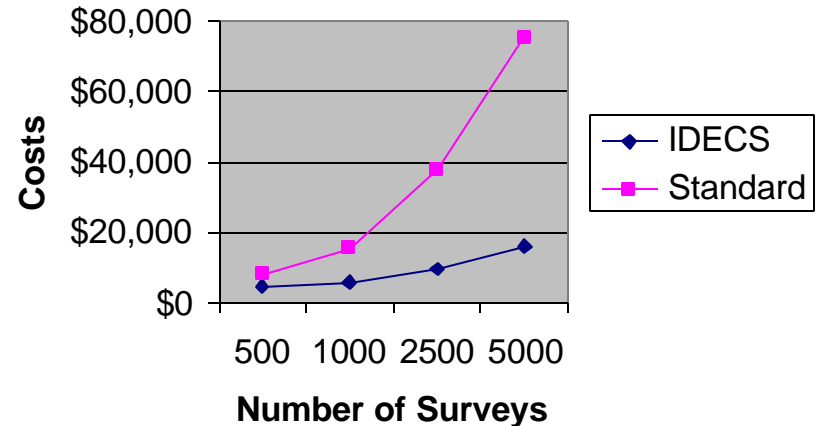
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### 5,000 Surveys (5 minute Survey)

IDECS \$9,750.00

Outbound Telephone \$38,250.00

**Cost of IDECS vs. Standard Collection**



# MRA

*“The Information Opportunists”*

*We give you the tools to:  
Research and analyze your problem*

24 Hours a Day – 7 Days a Week!

Contact MRA to see if this is an  
option for your project.

