

PRO-T-S® *research*Predictive Dialer



PRO-T-S is a *research*Predictive dialing system specifically designed for survey research. It features seamless connectivity to numerous CATI systems, offers study-selectable dialing modes, and is scalable to your phone room needs.

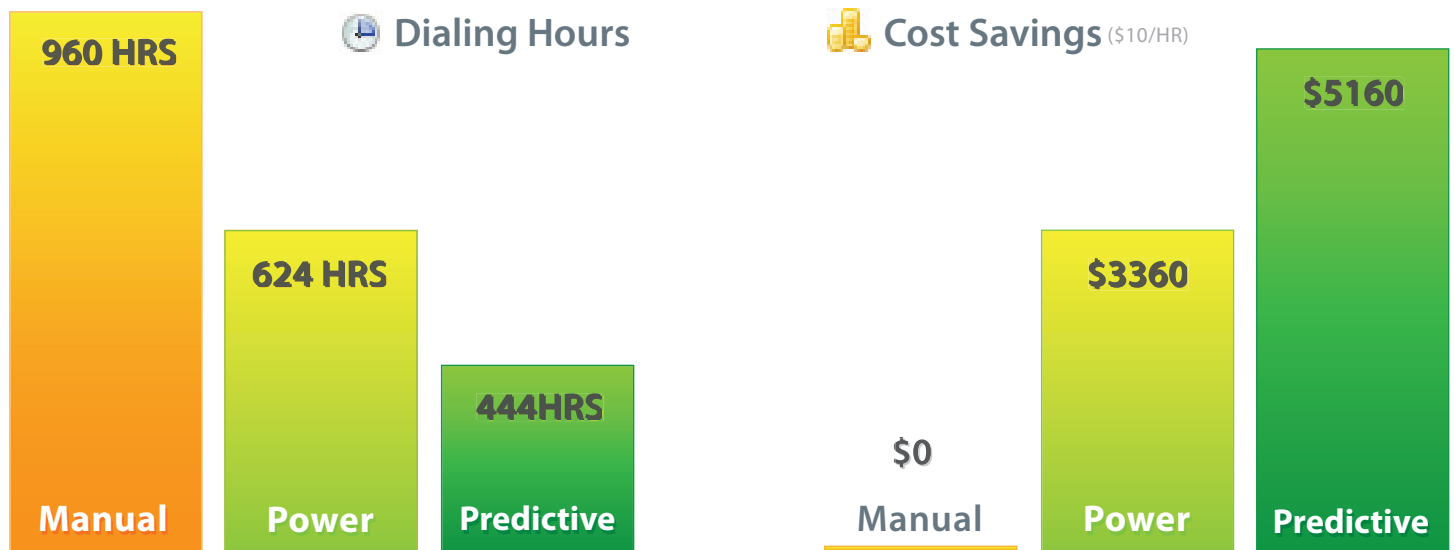
PRO-T-S integrates your interviewers, CATI systems and telephony operations. It readily works with your current data collection processes and legacy software applications.

The Benefits

- Predictive dialing increases savings on all surveys
- Call recording improves quality assurance and added value to your customers
- Audio monitoring delivers compliance and quality
- Hybrid dialing lets you mix dialing modes to suit your survey type
- Can be installed in new or legacy sites and linked to most phone systems
- Integration with CfMC, Conformat, DASH, Sawtooth, IBM / SPSS Data Collection 6 & Quconcept
- Proven uptime. Reliable, tried and tested

Productivity

PRO-T-S has been designed to maximize throughput at all times. It is engineered to increase talk time and raise interviewer productivity to new levels.



Source: Client reported data performing customer satisfaction measurement studies (productivity gains may vary).

Time equals money and the PRO-T-S *research* Predictive system saves you both, increasing efficiency and continued productivity. Here is what a few of our clients have had to say about PRO-T-S and Marketing Systems Group.

“It is the single best investment we ever made...”

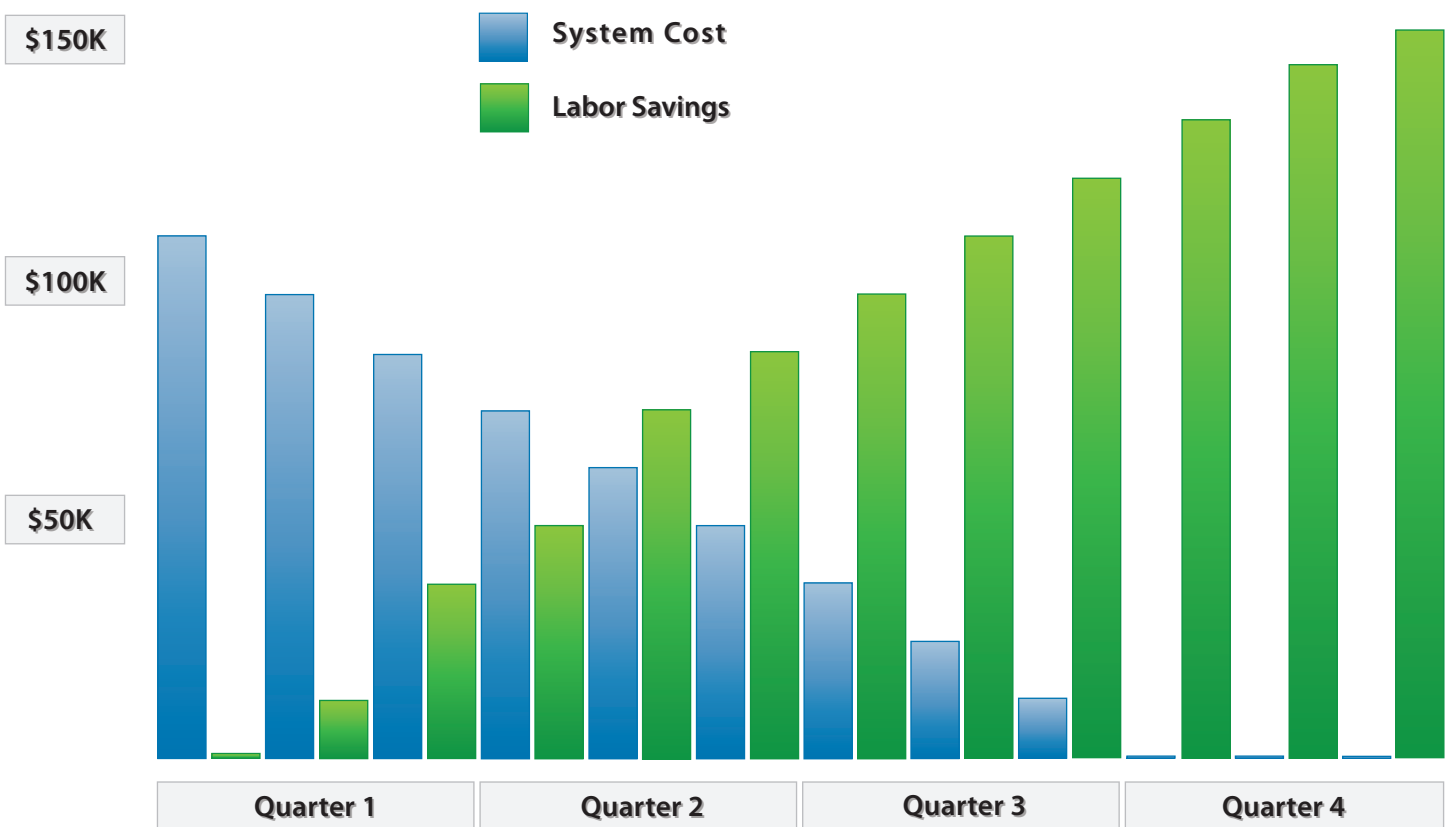
“The PRO•T•S dialers are the backbone of our business...”

“You are one of our biggest and best partners...”

“You have helped us meet or exceed our clients expectations...”

ROI

PRO-T-S will pay for itself in under a year's time, and some clients have experienced payback on their investment in as little as six months. PRO-T-S can help you realize increased productivity, increased revenues and increased profits.



Source: Savings based overall annual use, power dialing versus researchPredictive with 15% productivity gain.

PRO-T-S will save you interviewing hours by managing the dialing process more efficiently and increase your interviewer talk time.

By using PRO-T-S on your projects you will see increased productivity and profits from day one.

Flexible. Reliable. Scalable.

The ability to mix different modes across the system, connections to multiple CATI servers and support a mix of telecom vendors, **PRO-T-S** is the single most flexible *research* Predictive dialer available.

Tried and tested, the system has met or exceeded the most stringent up-time requirements of some of the best known names in the research industry.

As your needs grow, be it increasing stations or adding modules, **PRO-T-S** can meet those needs supporting upwards of 200 stations in a single server and any number of optional features.

Options

- DSM Digital Voice Recording, Playback & Retrieval
- DSM+ Interviewer Quality Control Scoring
- Remote Interviewer Module
- Remote Audio Monitoring
- Inbound / Outbound
- Call Transfer to Third-party
- IVR Integration
- Simultaneous Multiple CATI System Interfaces

Marketing Systems Group has been a leader in the research industry for over two decades. The **PRO-T-S** system has been installed in over 100 locations worldwide delivering more than a decade of telephony experience to our research clients.

If you haven't already, what better time than now to examine the role **PRO-T-S** can play in your phone center.