

Star Data Call Center



High Quality Data Collection

Star Data Systems' in-house data collection professionals are highly experienced in every aspect of telephone interviewing. We provide our clients with accurate, on-time results they can depend on.

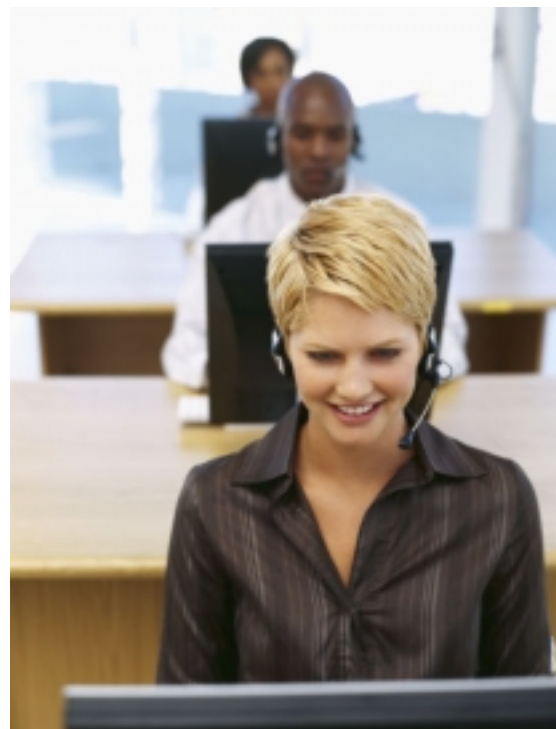
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0548804	700	Not available, call back	0 2009/11/09
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0548819	700	Not available, call back	0 2009/11/09
0548820	700	Not available, call back	0 2009/11/09

Our state-of-the-art call center facility uses Bellview CATI from Pulse Train, Ltd. Pulse Train has been developing sophisticated software for the research industry for over 25 years. Star Data's in-house call center is located in South Florida. Our center operates a day shift for business-to-business projects and an evening shift that specializes in customer satisfaction studies.

Articulate, Professional Interviewers

Star Data Systems works diligently to recruit and train competent interviewers. Our interviewing staff is comprised of professional individuals that have excellent conversation skills. The average age of our workforce is 35 and many have college degrees. All interviewers complete a one week training program which includes extensive practice calling and individual coaching. We also educate our interviewers in market research so they understand the importance of collecting reliable data.

In order to ensure the quality of our staff, we monitor our interviewers during every shift and provide immediate feedback to them. In addition, our performance motivation program recognizes and rewards superior interviewing skills. Our supervisor-to-interviewer ratio ranks among the best in the industry.



Remote Monitoring of Interviewers on ALL Stations

Star Data Systems understands your data must be collected accurately and efficiently. We want our clients to feel confident that their data is reliable and their project is on track. That is why we offer our clients full monitoring on **All** stations, not just one of our choosing.

Virtual Monitoring[®] of Your Interviews Over the Internet



Quality control of your project, is just a click away. Star Data Systems makes it a standard practice to digitally record every interview that is dialed.

Virtual monitoring enables you to log on to our secure client website and view your project. You can click on any interview within your project and hear the conversation between the interviewer and the respondent. If you prefer, we will make a CD

with the digital recordings and send it to you. This will ensure that your project is completed to your satisfaction.

Real-Time Data Access

Star Data can provide up-to-the-minute reporting via the Internet. Clients are given a username and password, enabling them to access their projects. Tables and charts can be created dynamically and saved. A variety of statistics can be applied and new variables can be generated and used in subsequent tables. Access the project later, increment the tables again and they are updated to reflect the latest data collected.

Other Star Data's Call Center advantages include:

- Experienced in Handling Complex Questionnaires
- Mixed Modes / CATI to Web Interviewing
- Experienced Staff of In-House Programmers
- Power Dialing
- Multiple Languages
- 1 to 6 Supervisor Ratio
- Full Range of Field, Code and Tab
- Competitive Pricing

Chicago:
3419 North Kennicott Ave., Suite D
Arlington Heights, IL 60004
Telephone: 847-637-1000
Email: sales-il@stardatasystems.com

Florida:
270 South Central Blvd., Suite 207
Jupiter, FL 33458
Telephone: 561-743-7500
Email: sales-fl@stardatasystems.com

Washington DC:
12303 Keel Turn
Bowie, MD 20715
Telephone: 301-805-8453
Email: sales-dc@stardatasystems.com