

Panel Management

ReconMR can recruit, maintain and support a custom panel to participate in future email/phone surveys or provide maintenance for and refresh your existing online panel. These functions can be facilitated through a client's tool or ReconMR's CATI/Telephony systems. The screener for recruitment or panel refresh and database updates would be conducted via CATI – Computer Assisted Telephone Interviewing for sample management and data collection. ReconMR can also assist with sample procurement within the area of interest. Respondents can be recruited or updated in English and Spanish. During the recruit phase email invites to join the panel can be sent via the CATI system as they're recruited for timely onboarding and engagement the moment they agree to join.

RECRUIT

- Collaborative development of recruit screener
- Pre-notification mailings via letter or postcard for ABS (address-based samples)
- Custom Caller-ID per project and/or geo
 - Toll-free numbers available on a per project basis or any number you specify as long as it's owner approved for use
- Conduct initial recruit via random sampling of general population, listed/targeted list from a 3rd party supplier, or client supplied database.
- Determined mix of cell phone/landline depending upon list source and target audience. 100% TCPA compliant telephony.
- Incentives suggested but not required for initial recruitment phase
 - Incentive fulfillment if offered during initial recruit
- Monthly to quarterly engagement suggested with panel database

MAINTENANCE

- Replenish database monthly, quarterly, semi-annually, yearly or as needed to accommodate attrition
- Reminder calls to non-responders as needed
- ReconMR can transmit maintenance data as needed in an agreed upon format, via automated process, SFTP, etc.
- Email and physical address, for incentive mailing, would be confirmed and corrected as necessary by the interviewer at the conclusion of the interview.

SUPPORT

- Telephone support is managed via our inbound call platform. Clients have access to necessary agent resources in ReconMR's 700+ seat combined call center capacity.
- State of the art, fully redundant PBX handles complex call queue settings to ensure panel experience per client's request.

— OVER 25+ YEARS EXPERIENCE —

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