Best Practices for Hiring Survey Research Telephone Interviewers
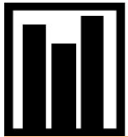
Michael Chronister, University of Wisconsin,
mchronis@ssc.wisc.edu
608 263-3820

University of Wisconsin Survey Center

www.uwsc.wisc.edu

Introduction

- UW Survey Center – Call Center
    - 60 CATI stations available
    - Starting Pay $8.50
    - Easy to hire interviewers
    - Easy to find applicants
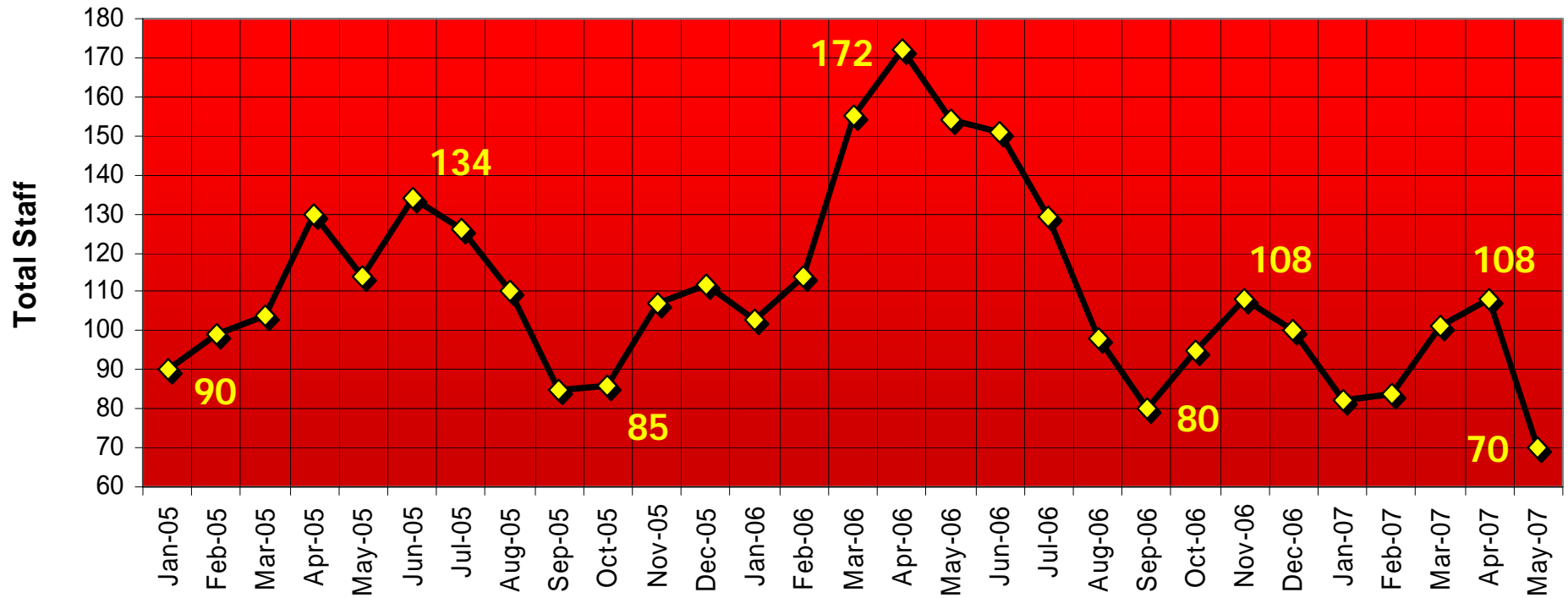   - Hired ~21% of applicants in '05 and
  ~30% in '06

Changing Staff Levels

Interviewer Staff Levels

Labor Sources

- Undergraduate students both at UW and other local schools

- Non students with prior experience
  - Limited Term Employees of the UW
  - Different pay and restrictions

Recruitment

- University Services
  - Free
    - UW Student Job Center
    - Sociology Department
    - Word of Mouth/Referrals

  - For Fee
    - Mass E-Mail to students
    - Job Fairs

Recruitment

- Outside Sources
  - Free
    - Flyers at local organizations or departments–specialized recruitment i.e. bilingual interviewers
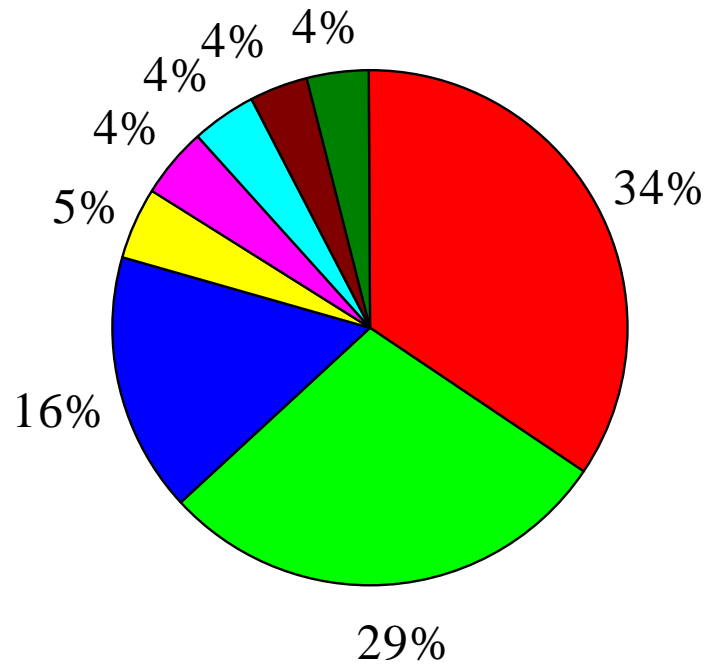
  - For Fee
    - Newspaper Ads

Recruitment

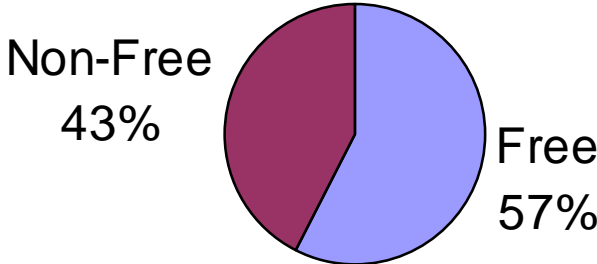Legend:
- An Email from the UWSC (357)
- UW Student Job Center (299)
- From a Current UWSC Employee (168)
- Other (48)
- UW Job Fair (45)
- From a Past UWSC Employee (43)
- Newspaper Ad (40)
- Was a past UWSC Employee (39)

Pie chart values: 34%, 29%, 16%, 5%, 4%, 4%, 4%, 4%

Recruitment by Advertising Type

Recruitment

- Competition for applicants
  - UW
    - Food Service
    - Residence Halls
    - Libraries/Computer Labs
  - Non-UW
    - UW Telefund
    - Market Research
    - Telemarketing
    - Relay
    - Customer Service

Interview Process

- Application Review
- Telephone Prescreen
- Interview
  - Typing test
  - Mock Telephone Interview
  - Personal Interview

Online Application

- Application

- Sends email to UWSC account

- Writes to MYSQL database

Online Application and Database

- Timely delivery of applications

- Storage

- Database properties
    - Queries
    - Reports

Access Reports

Recruiting Summary Report

2007-03		2007-04	
An Email from the	30	An Email from the	1
From a Current UWSC	4	From a Current UWSC	5
From a Past UWSC	1	From a Past UWSC	1
Newspaper Ad:	1	Newspaper Ad:	0
UW Job Fair	0	UW Job Fair	10
UW Student Job	21	UW Student Job	25
Was a past UWSC	1	Was a past UWSC	2
Other:	1	Other:	2
Total:	**59**	**Total:**	**46**

Typing Test

TYPING TEST - PASSED
User:
Test name: Extract from The Adventures of Pinocchio
Date: 4/12/2007 3:53 PM

TEST RESULTS
Duration: 2:00 min. of total 2:00 min.
Gross speed: 55 wpm   **Gross strokes:**   555
Accuracy: 91%   **Error hits:**   45 (9 errors * 5)
Net speed: 50 wpm   **Net strokes:**   510

TEST TEXT

    The poor marionette, who was still half asleep, had not yet
1> discovered that his two feet were burned and totally gone. S [So] as
    soon as he heard his father's voice, he naturally jumped up from his
    seat to open the door for the old man. But when he did this, he
    staggered and fell head first onto the floor, making as much noise as
1> a sack of wook [wood] dropping from the fifth story of a
1> house.[↵]

3> " ["Open] the door for me!" Gepetto [Geppetto] shouted for [from] outside
2> _ [in] the in[↵] [street.]

    "Father, dear Father, I can't," answered the marionette in despair, crying
1> and rolling helplessly on the floor.[↵]

Interview Process

- Mock Interview
  - Will be switching to CATI mock using CASES
  - Gives the applicant exposure to actual work like environment and tasks
  - Real-time monitoring

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Interview Process

- ## Personal Interview
  - ### Short Q and A
    - Previous experience
    - Relevant skills

Thank You

Michael Chronister

UW Survey Center

Madison, WI

608-263-3820

mchronis@ssc.wisc.edu