Using Audio Recordings and Different Types of Feedback to Increase Efficiency in Quality Control Monitoring of CATI Interviewers

Tara Piché

University of Wisconsin Survey Center

International Field Directors and Technologies Conference
May 17th, 2011

Overview

- Brief description of UW Survey Center CATI Department

- CATI Quality Control Monitoring Process in 2010

- CATI Quality Control Monitoring Process in 2011

- Target measures of the success of the new protocols
  - Frequency of interviewer feedback
  - Cost efficiency of supervisor time
  - Interviewer performance

UW Survey Center CATI Department

- Currently ~94 telephone interviewers

- About 80-130 interviewers from September 2010 to April 2011

- Approximately 63 CATI booths

- 15-20 telephone projects in field

Quality control monitoring of CATI interviewing staff is a crucial part of achieving success in delivering high quality data to our clients.

CATI Quality Control Monitoring Process 2010

- Shift Leaders (SL's) directly supervise telephone interviewers and are responsible for monitoring and giving quality control feedback

- 1-2 Shift Leaders "on the floor;" one SL assigned to monitor during each 4-hour shift

- Telephone interviewers monitored once every 30 days (minimum)

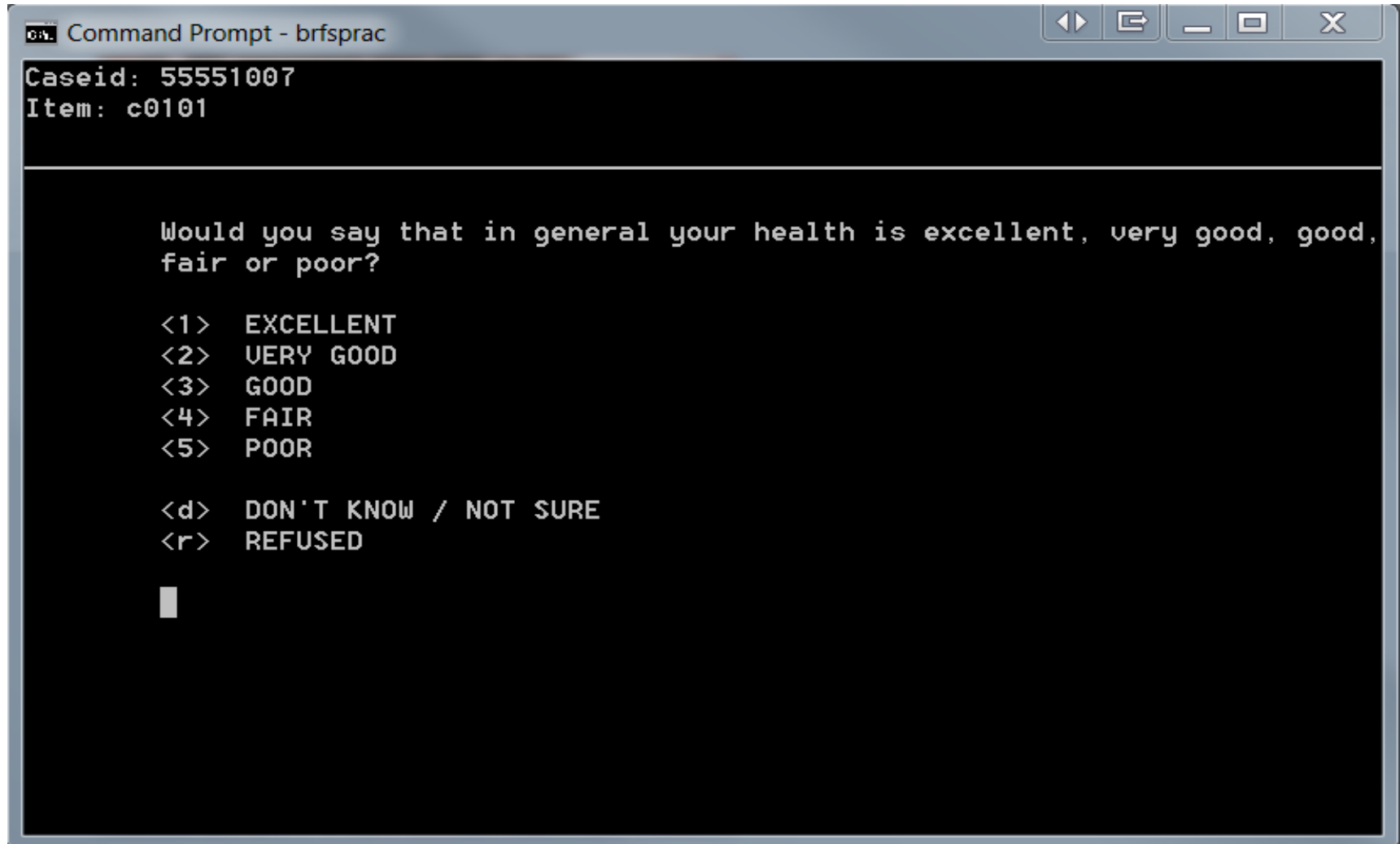# CATI Quality Control Monitoring Process 2010

Monitor This Shift

	INTERVIEWER	BOOTH	LAST CALL	LAST PNUM	LAST MON	SCORE	TYPE	SL
	AHMEDUDDIN, SAAD (2597) ⊗	4	17:56:47	P9830_05	2011-04-11	V	FULL	jav
	BAKUNOWICZ, NICK (2598) ⊗	14	17:18:33	P9612	2011-04-26	V	FULL	bml
	BUSE, PETER (2533) ! ✎	49	17:57:19	P9846_04	2011-03-21	E	FULL	gww
	DEBARBIERI, PAUL (604) ! ✎	2	17:55:18	P9830_05	2011-03-29	G	FULL	jeg
	HAKIMI, AHMAD (2614) ! ⊗	5	17:49:48	P9830_05	2011-04-26	E	PART	bml
	LUELLWITZ, SAMUEL (2574) ⊗	50	17:57:19	P9846_04	2011-04-15	V	FULL	jav
	ODENS, KATRINA (2622) ⊗	54	17:51:04	P9844_02	2011-05-01	V	FULL	bml
	OSWALD, RYAN (2637) ! ⊗	13	17:56:56	P9699	2011-04-28	G	PART	ptv
	PIRRUCCELLO, SAMUEL (2588) ⊗	48	17:57:14	P9844_02	2011-04-22	E	FULL	jal
	SCHULTZ, LEO (2624) ! ✎	31	17:54:18	P9840	2011-04-26	E	PART	bml
	STOTTLER, JACOB (2473) ✎	51	17:57:44	P9830_05	2011-04-10	E	FULL	bml
	THOMPSON, ANGELA (2592) ! ✎	3	17:50:51	P9830_05	2011-04-19	G	PART	jed

! denotes a **priority**

UWSC

CATI Quality Control Monitoring Process 2010

- SL's used silent-entry monitoring system to monitor both audio and video in real time

  - VNC Viewer (software)

  - Tone Commander (hardware)

CATI Quality Control Monitoring Process 2010


```
Command Prompt - brfsprac

Caseid: 55551007
Item: c0101


        Would you say that in general your health is excellent, very good, good,
        fair or poor?

        <1>   EXCELLENT
        <2>   VERY GOOD
        <3>   GOOD
        <4>   FAIR
        <5>   POOR

        <d>   DON'T KNOW / NOT SURE
        <r>   REFUSED
```

CATI Quality Control Monitoring Process 2010

- Two types of monitoring evaluations:

  - "Full" monitoring evaluation

  - "Random" monitoring evaluation

CATI Quality Control Monitoring Process 2010

- Shift Leader told interviewer they've been monitored

- Interviewer waited until Shift Leader fills out standardized QC form

- Shift Leader gave performance feedback to interviewer

- Shift Leader electronically filed evaluation form and recorded:

  - Who was monitored

  - Type of evaluation completed ("full" or "random")

  - Overall monitoring score ("excellent," "very good," "good," "adequate," or "unacceptable")

UWSC

Standardized "Full" Monitoring Evaluation Form

UWSC Monitoring and Evaluation of Completed Interview

Interviewer: _____ Monitor: _____
Date: _____ Project: _____ Case Id #: _____

E= excellent V= very good G= good A= adequate U= unacceptable N/A=not applicable

CATEGORY	RATING	COMMENTS
Reads question verbatim		
Reads entire question when R interrupts		
Probes appropriately for codeable response (includes Tuning)		
Does not Interpret question for R		
Remains objective (RE: opinions)		
Verification		
Able to answer R=s questions or provide info about survey or UWSC		
Appropriate refusal responses used		
Records open ended responses verbatim		
Enters closed ended responses correctly		
Sets good pace for interview		
Speaks clearly		
Adequate occupational probes used		
Trains respondent		
Keeps respondent Aon track@		
Professionalism		

Overall Rating:

- Verbatim
- Reading entire question
- Neutral probes
- Remaining objective
- Tuning
- Verification

- Appropriate refusal responses
- Recording responses accurately
- Training the respondent
- Professionalism

CATI Quality Control Monitoring Process 2010

New Monitoring

Project: p9830_04: BRFSS 2011 April ▼

Type: Full ▼   **Score:** Excellent ▼

Date: May ▼ 08 ▼ 2011 ▼ [   ] **Shiftleader:**

Notes:

[   ]

Save

UWSC

CATI Quality Control Monitoring Process in 2011

UWSC

Reasons for changing UWSC CATI Monitoring Protocols

- Staffing levels quickly increased

- Provide tailored feedback to new employees productively and efficiently

- Provide more feedback to all interviewers more frequently

- Incorporate more feedback regarding the first 30 seconds of respondent-interviewer interaction

- Create accountability (SL management)

Modifications to the CATI Monitoring Process

- Recordings

  - Shift Leaders are required to digitally record all high-priority interviewers at beginning of shift

  - Recordings for studies in Wisconsin only

- Type of feedback

  - Full monitorings

  - Partial monitorings **(new)**

UWSC

Modifications to the CATI Monitoring Process

- Structure of monitoring shift

  - Flag high-priority interviewers to be recorded

  - Listen to live calling first 30 minutes of 4 hour shift

  - After first 30 minutes, check recordings for completed interviews

  - Listen to recorded interview(s) or watch for live interviews

  - Last 30 minutes, live calling again (partials)

CATI Quality Control Monitoring Process 2011

Monitor This Shift

INTERVIEWER	BOOTH	LAST CALL	LAST PNUM	LAST MON	SCORE	TYPE	SL
AHMEDUDDIN, SAAD (2597) ⊗	4	17:56:47	P9830_05	2011-04-11	V	FULL	jav
BAKUNOWICZ, NICK (2598) ⊗	14	17:18:33	P9612	2011-04-26	V	FULL	bml
BUSE, PETER (2533) ! ✎	49	17:57:19	P9846_04	2011-03-21	E	FULL	gww
DEBARBIERI, PAUL (604) ! ✎	2	17:55:18	P9830_05	2011-03-29	G	FULL	jeg
HAKIMI, AHMAD (2614) ! ⊗	5	17:49:48	P9830_05	2011-04-26	E	PART	bml
LUELLWITZ, SAMUEL (2574) ⊗	50	17:57:19	P9846_04	2011-04-15	V	FULL	jav
ODENS, KATRINA (2622) ⊗	54	17:51:04	P9844_02	2011-05-01	V	FULL	bml
OSWALD, RYAN (2637) ! ⊗	13	17:56:56	P9699	2011-04-28	G	PART	ptv
PIRRUCCELLO, SAMUEL (2588) ⊗	48	17:57:14	P9844_02	2011-04-22	E	FULL	jal
SCHULTZ, LEO (2624) ! ✎	31	17:54:18	P9840	2011-04-26	E	PART	bml
STOTTLER, JACOB (2473) ✎	51	17:57:44	P9830_05	2011-04-10	E	FULL	bml
THOMPSON, ANGELA (2592) ! ✎	3	17:50:51	P9830_05	2011-04-19	G	PART	jed

! denotes a **priority**

Standardized "Partial" Monitoring Evaluation Form

- Able to answer questions and provide information about study and UWSC

- Appropriate use of refusal aversion techniques

- Follows general procedures

- Properly writes case notes

- Additional comments

- Overall score

CATI Quality Control Monitoring Process in 2011

- Summary of protocol changes:

    - Incorporated digital recordings

    - Different types of feedback

    - More structured monitoring shifts

What We Expected (Target Measures)

- Increased productivity

  - Increased frequency of feedback

  - Interviewers no longer have to wait prior to performance feedback

- Decrease in cost per monitoring

- Increase in interviewer performance (fewer "adequate" and "unacceptable" scores over time)

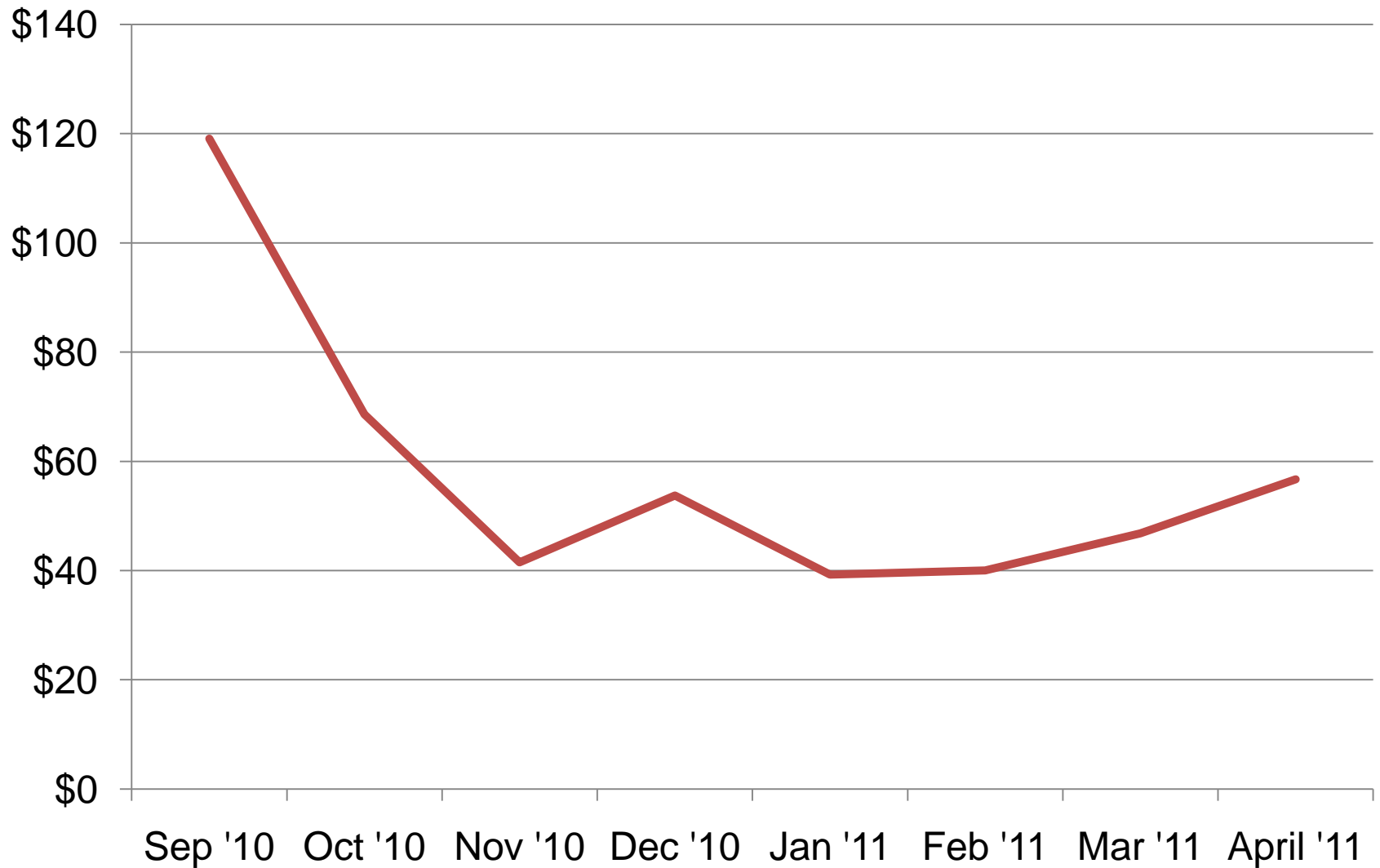# Frequency of Performance Feedback
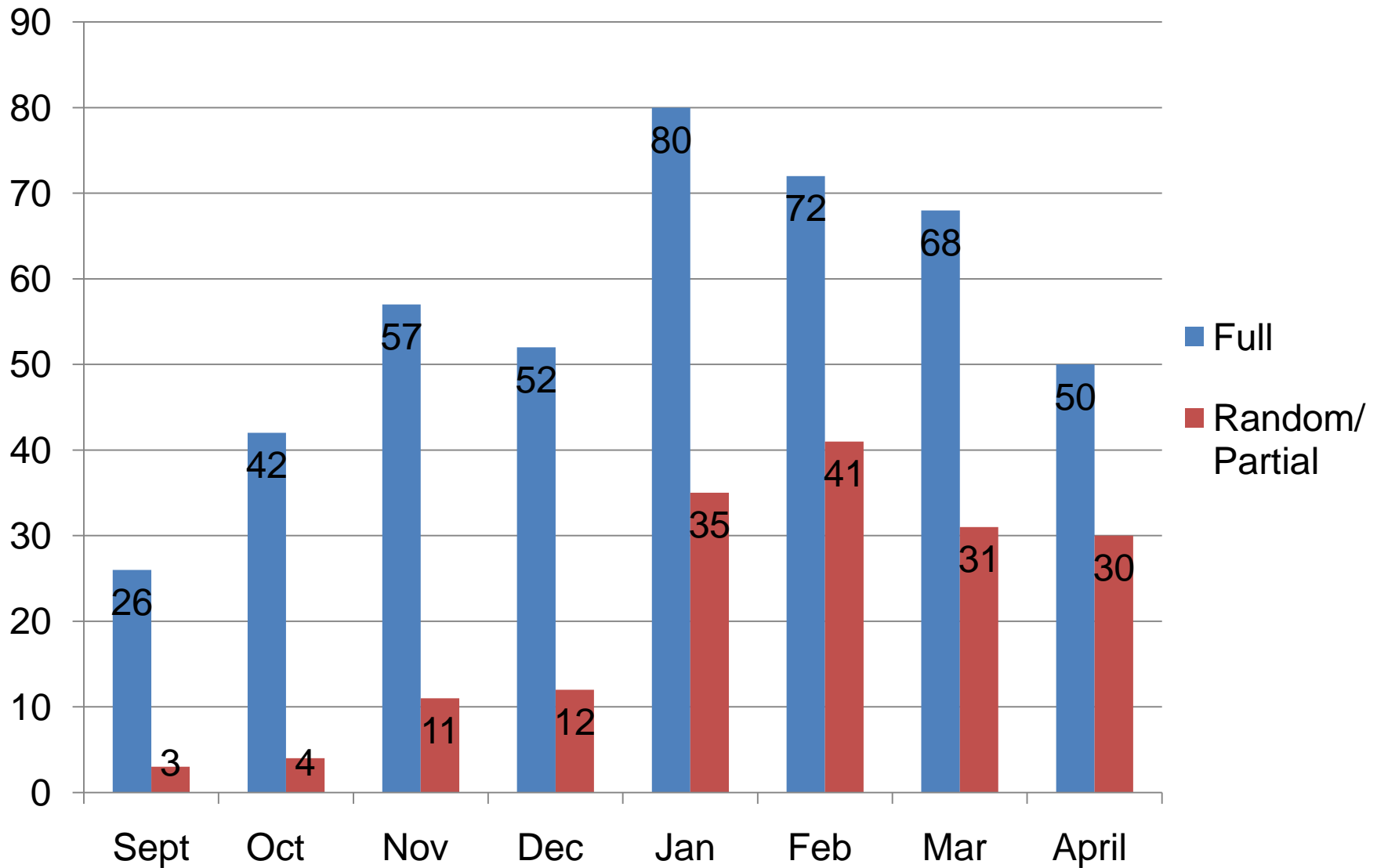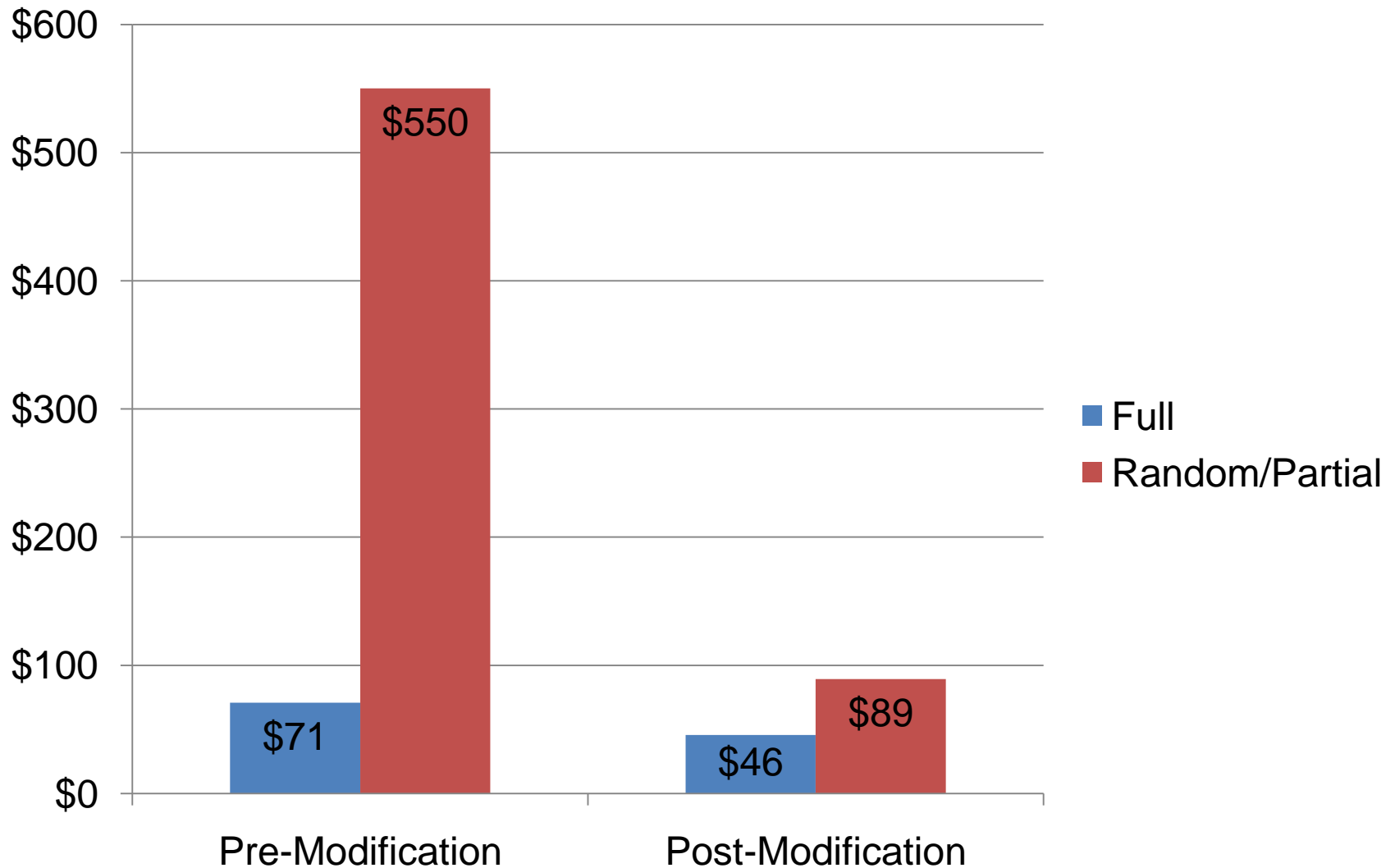
Frequency of Performance Feedback

Completed Monitorings by Number of Interviewers
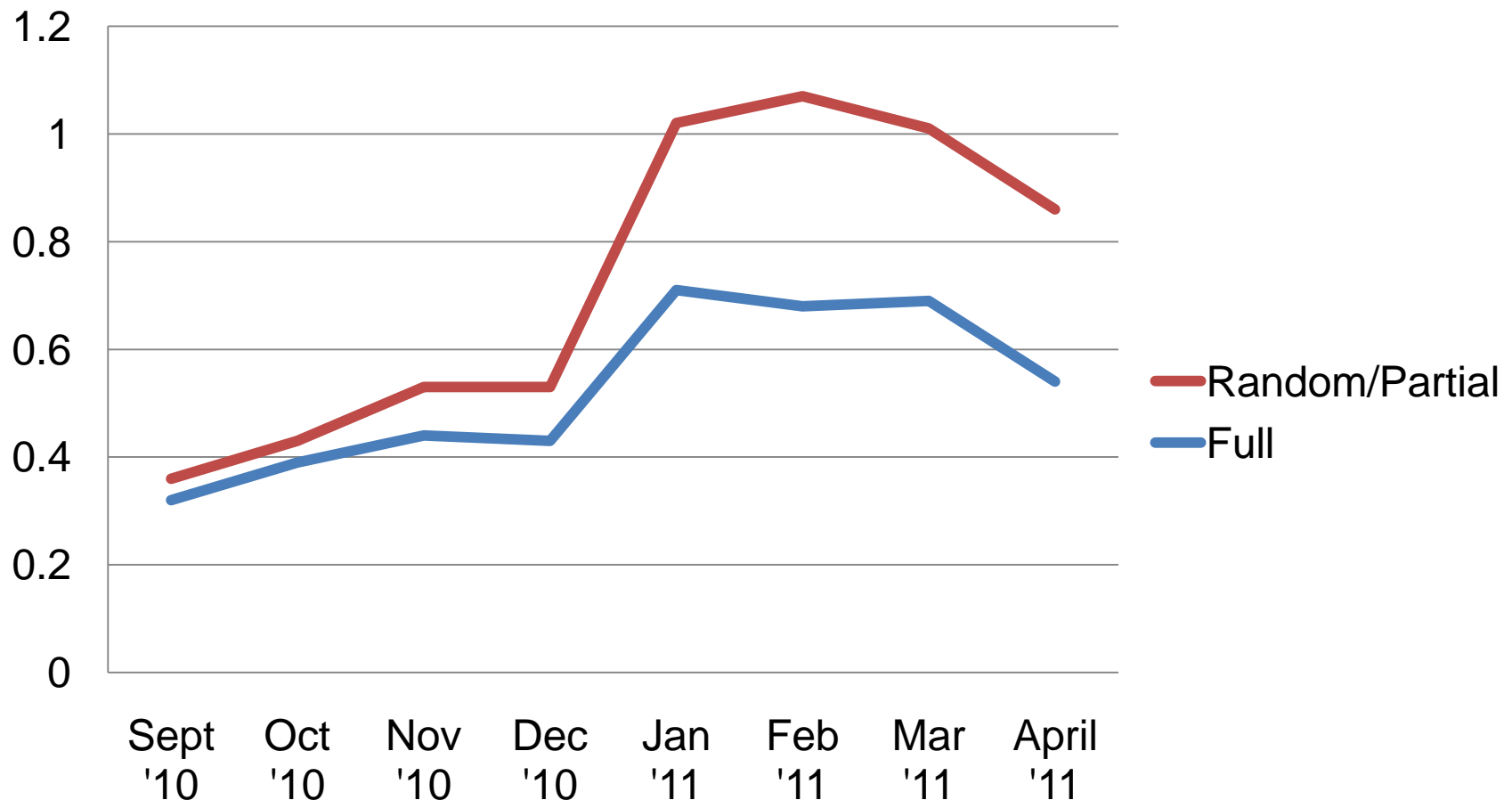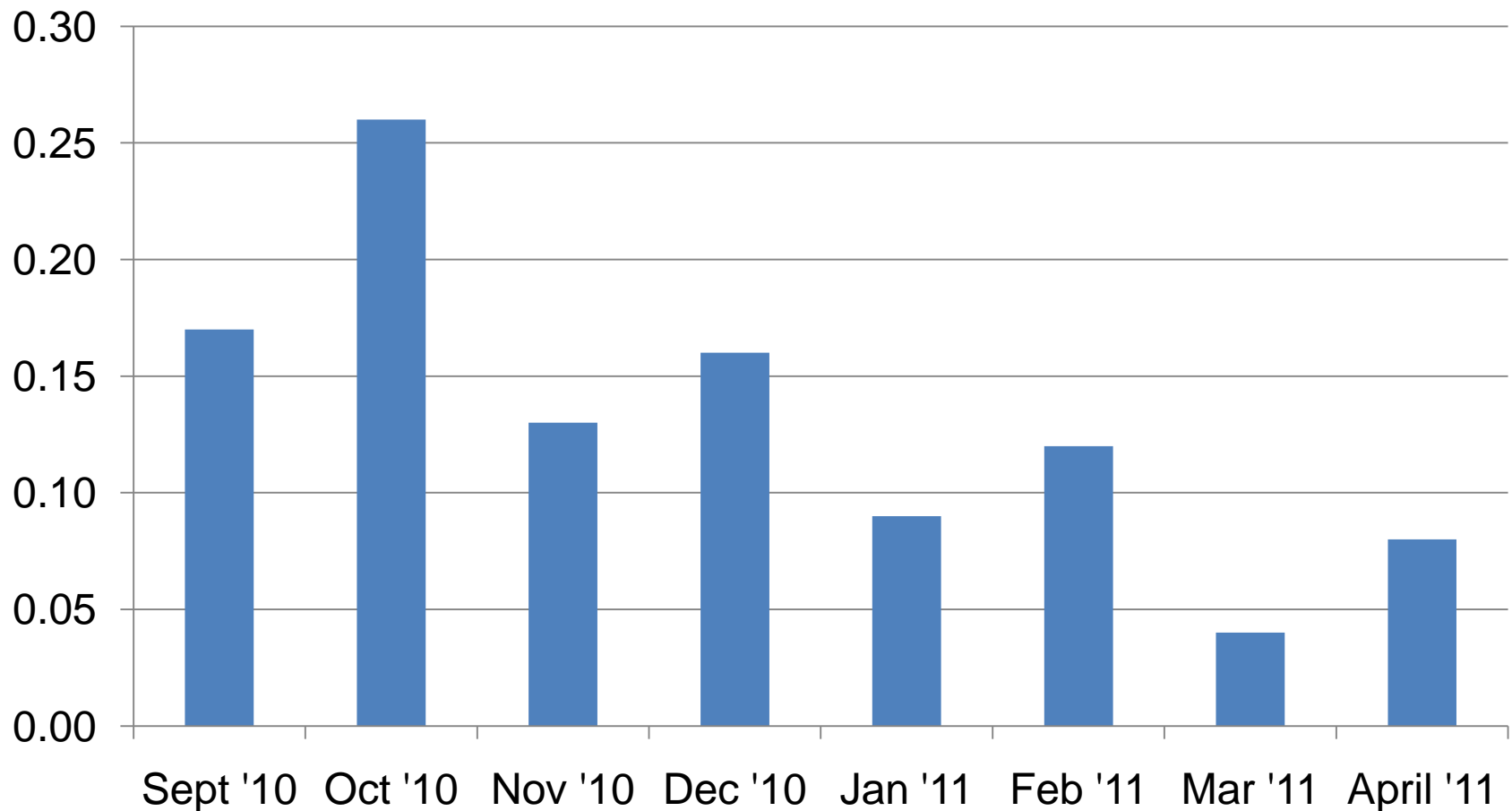
Total Cost Per Monitoring Evaluation

Cost Per Monitoring Evaluation

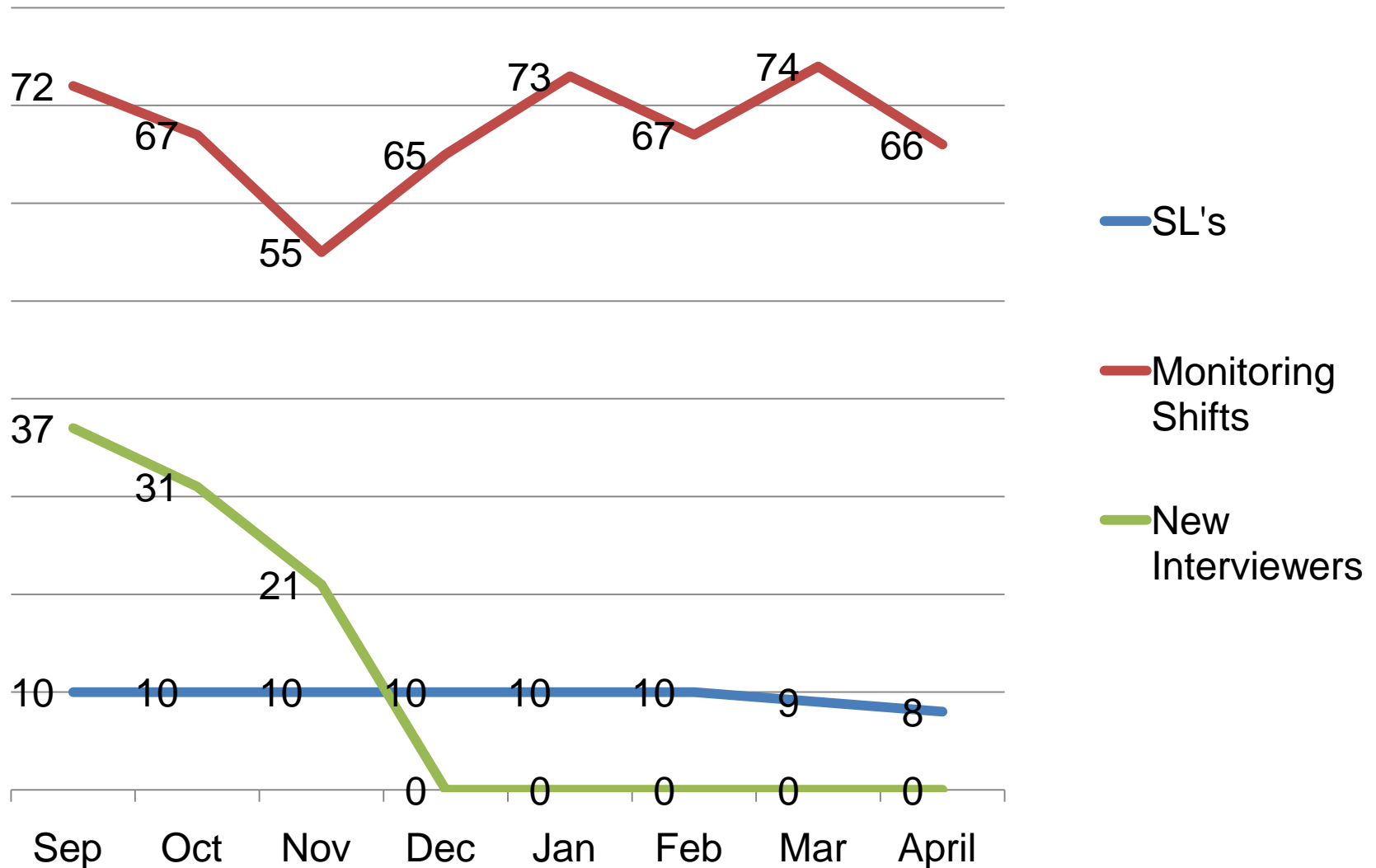# Interviewer Monitoring Evaluation Scores

Rate of "Adequate" and "Unacceptable" Monitoring Scores

Things to Consider (Confounding Variables)

- Staffing levels:

  - Number of Shift Leaders
  - Number of interviewers
  - Number of new interviewers (training)

- Work load

- Continuous monitoring of Shift Leader QC performance

CATI Staffing Levels

Lessons Learned

- Shift Leaders are now able to use all 4 hours of monitoring shifts to work on providing feedback

- Accountability of SL staff

- Increased both the frequency and cost efficiency of giving feedback to interviewers

- Increased variety of feedback given

- More feedback to interviewers means improved data quality

- Future implications

Thank You!

For copies of this presentation or more information, contact:

Tara Piché

tpiche@ssc.wisc.edu

(608) 890-3564

Please visit us at:
www.uwsc.wisc.edu