Staffing Up:
Employing Full- Versus Part-Time CATI Interviewers

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Overview

- UWSC CATI operations and staffing
- Our need for full-time CATI positions
- Comparing part-time (PT) and full-time (FT)
  - Quality Control (Monitoring)
  - Rates
  - Dependability
  - Cost
- Lessons Learned
UWSC CATI department

- 55 CATI stations
- 2014 statistics – a one year snapshot of effort
  - 21 CATI projects
  - ~685,000 outbound calls placed
  - ~44,000 hours worked
  - ~22,500 completes
UWSC CATI department staffing

• 2001 - 2013
  • 40-130+ part-time CATI Interviewers
  • Part-time Students and Non-Students hourlies
  • 1-3 full-time CATI Interviewers

• 2013 - 2015
  • CSPED project added
    • Multi-year, in-bound call effort
UWSC CATI CSPED staffing

- CSPED project was different
  - In-bound call study
  - Intake centers in multiple states
  - 45 minute interview
  - Several simultaneous interviews
  - Expanded coverage
    - 7am – 11pm M-F
  - Experienced Interviewers
  - Training on Blaise, VPN
Comparing part-time (PT) to full-time (FT)

- We hired 10 CATI Interviewers for CSPED
- PT vs. FT experience
  - Quality Control (Monitoring)
  - Rates
  - Dependability
  - Cost
Comparing part-time (PT) to full-time (FT)

- We hired 10 CATI Interviewers for CSPED
- PT vs. FT experience
  - Quality Control (Monitoring)
  - Rates
  - Dependability
  - Cost
Comparing PT to FT: Quality Control

• Full monitoring (Goal of 1x / month)
  • Listen to entire interview (live or recorded)
  • Assessed and scored
  • 45-60 minute feedback session with Supervisor

• Partial monitoring
  • Listen to part of interview (usually live)
  • Assessed and scored
  • Feedback as necessary
Comparing PT to FT: Quality Control

• Compared 10 Interviewers
  • All monitoring as PT employee
  • All monitoring as FT employee
  • Average score
  • Frequency of monitoring
Comparing PT to FT: Monitoring Scores

5 = Excellent, 4 = Very Good, 3 = Good, 2 = Adequate, 1 = Unacceptable
Comparing PT to FT: Quality Control

<table>
<thead>
<tr>
<th>PT Interviewers: Average score</th>
<th>FT Interviewers: Average score</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.44</td>
<td>4.92</td>
</tr>
</tbody>
</table>

5 = Excellent, 4 = Very Good, 3 = Good, 2 = Adequate, 1 = Unacceptable
## Comparing PT to FT: Quality Control

<table>
<thead>
<tr>
<th>PT Interviewers: Frequency</th>
<th>FT Interviewers: Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2 / month</td>
<td>1.9 / month</td>
</tr>
</tbody>
</table>
Comparing PT to FT

• 10 CATI Interviewers
  • Quality Control (Monitoring)
  • Rates
  • Dependability
  • Cost
Comparing PT to FT: Rates

• Comparing C/R rate
  • Completes / completes + refusals = C/R rate
• Compared last year worked as PT to first year as FT
  • Includes all projects worked
  • Interviewers not applied to projects evenly
  • FT interviewers work predominantly day shifts
Comparing PT to FT: Rates

% change in C/R rate from PT to FT

Change in rates

Interviewers

1 2 3 4 5 6 7 8 9 10

0% -10% -20%
Comparing PT to FT

- 10 CATI Interviewers
  - Quality Control (Monitoring)
  - Rates
  - Dependability
  - Cost
Comparing PT to FT: Dependability

- How reliable were these interviewers when comparing FT to PT?
- Dependability score = shifts worked / shift entries
  - PT employees have more opportunity to move shifts
  - We allow shifts “moved”, with certain restrictions, without penalty
Comparing PT to FT: Dependability

% change in dependability from PT to FT

Dependability

Interviewers

1 2 3 4 5 6 7 8 9 10
Comparing PT to FT: Dependability

• How late for shifts were these interviewers when comparing FT to PT?
  • PT employees commonly work 4 hour shifts
  • FT employees commonly work 8 hour shifts
    • Once here at 9am, not late for 1pm shift
Comparing PT to FT: Dependability

% change in late arrivals

Late Arrivals

Interviewers

1 2 3 4 5 6 7 8 9 10
Comparing PT to FT

- 10 CATI Interviewers
  - Quality Control (Monitoring)
  - Rates
  - Dependability
- **Cost**
Comparing PT to FT: Cost

<table>
<thead>
<tr>
<th>Student (PT)</th>
<th>Non-Student (PT)</th>
<th>Full-time</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9.71 / hr</td>
<td>$14.10 / hr</td>
<td>$22.84 / hr</td>
</tr>
</tbody>
</table>
Lessons Learned

• PT to FT transition can be successful
  • Most measures trended toward improved performance
  • 1 ½ years of experience
• FT staff much more expensive
• Attrition
• Promotion
Lessons Learned

• Carefully screen applicants for FT positions
  • Be explicit in describing job
• Variation of task assignment helps
  • Cross-training FT interviewers
    • Tracing
    • Coding
    • Mail
    • Data Entry
    • Intake Specialist
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