

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

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- PT vs. FT experience
 - **Quality Control (Monitoring)**
 - Rates
 - Dependability
 - Cost

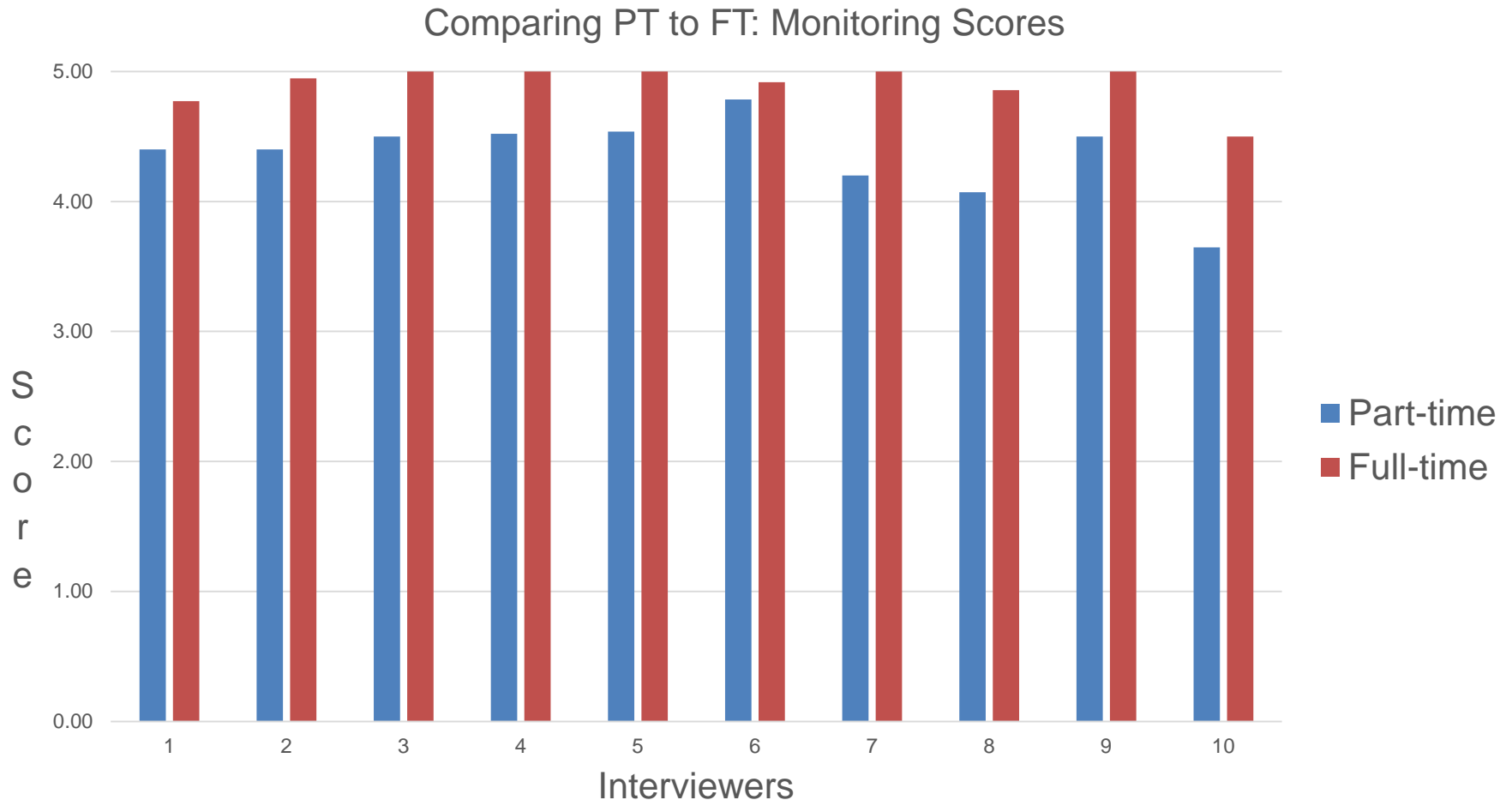
Comparing PT to FT: Quality Control

- 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: Quality Control



5 = Excellent, 4 = Very Good, 3 = Good, 2 = Adequate, 1 = Unacceptable

Comparing PT to FT: Quality Control

PT Interviewers: Average score	FT Interviewers: Average score
4.44	4.92

5 = Excellent, 4 = Very Good, 3 = Good, 2 = Adequate, 1 = Unacceptable

Comparing PT to FT: Quality Control

PT Interviewers: Frequency	FT Interviewers: Frequency
1.2 / month	1.9 / month

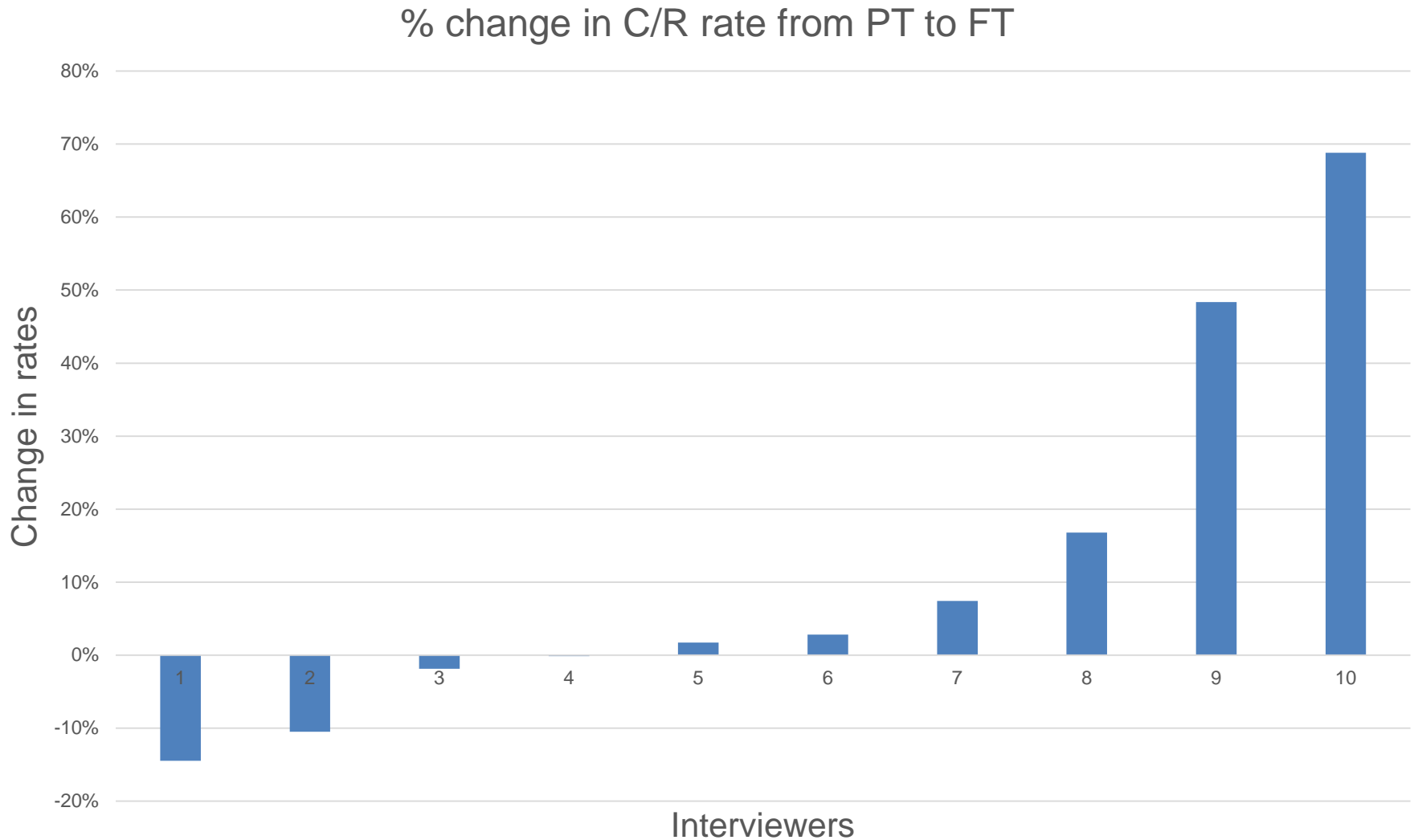
Comparing PT to FT

- 10 CATI Interviewers
 - Quality Control (Monitoring)
 - **Rates**
 - Dependability
 - Cost

Comparing PT to FT: Rates

- Comparing C/R rate
 - $\text{Completes} / (\text{completes} + \text{refusals}) = \text{C/R rate}$
- 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



Comparing PT to FT

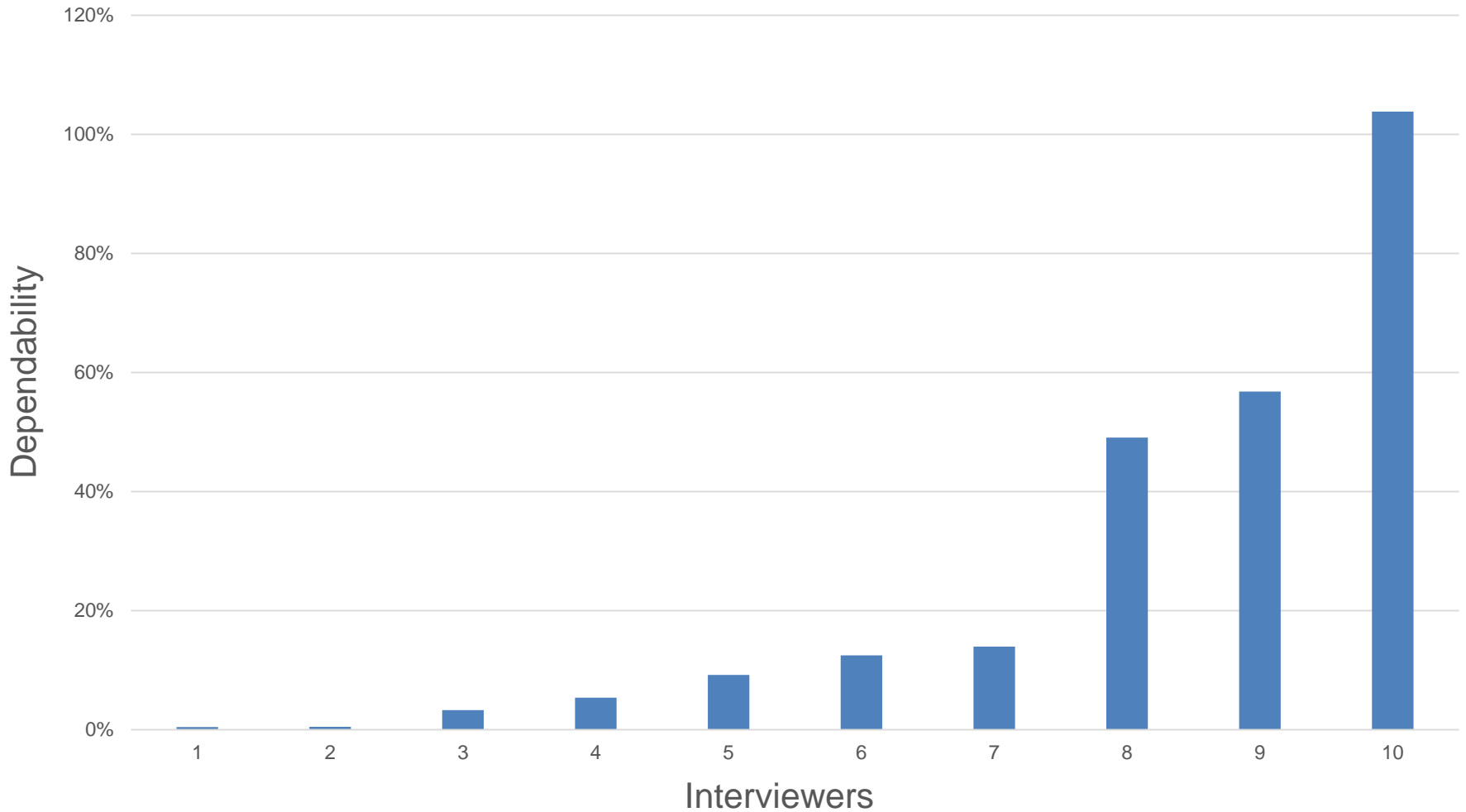
- 10 CATI Interviewers
 - Quality Control (Monitoring)
 - Rates
 - **Dependability**
 - Cost

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

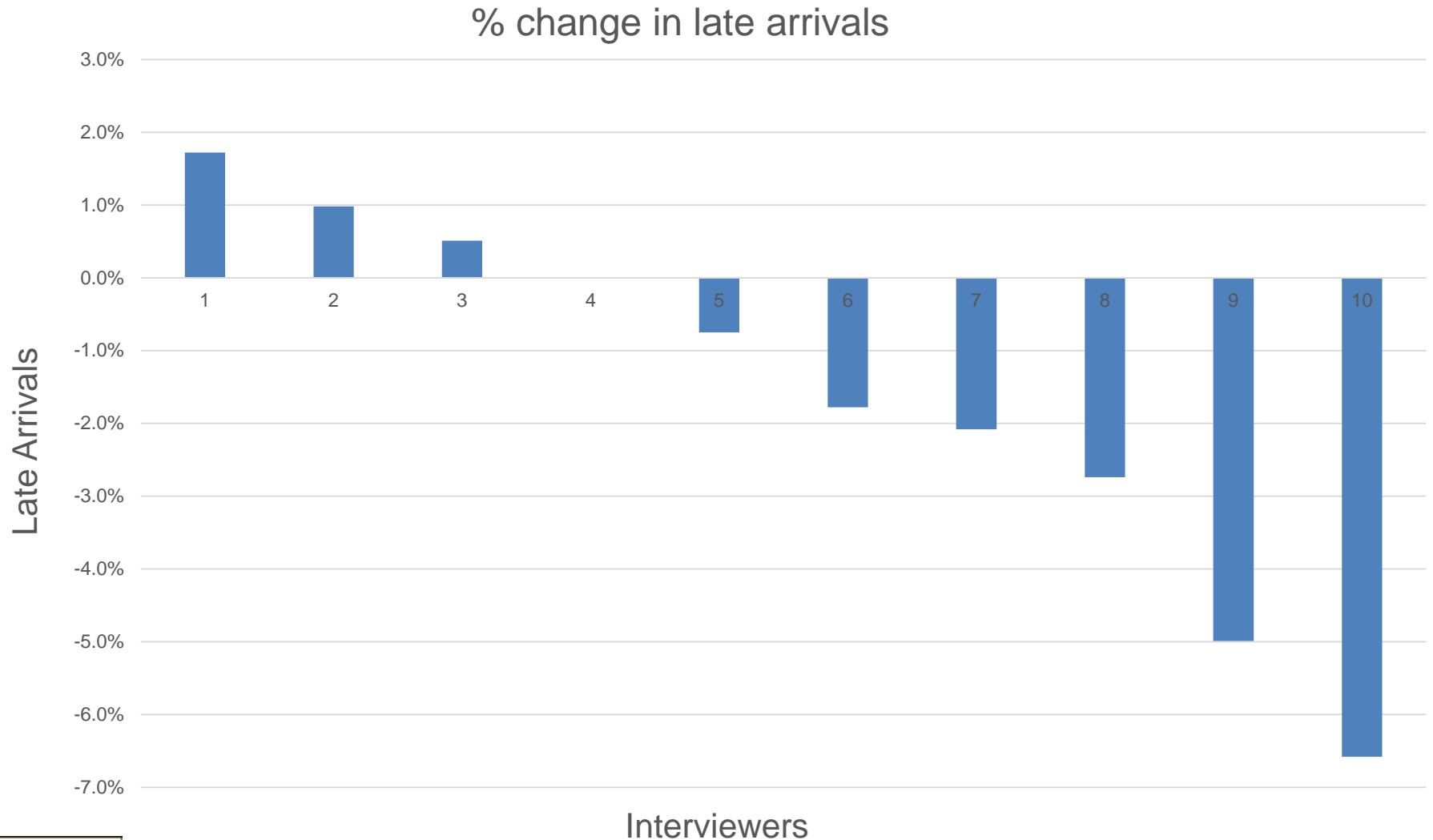
% change in dependability from PT to FT



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



Comparing PT to FT

- 10 CATI Interviewers
 - Quality Control (Monitoring)
 - Rates
 - Dependability
 - **Cost**

Comparing PT to FT: Cost

Student (PT)	Non-Student (PT)	Full-time
\$9.71 / hr	\$14.10 / hr	\$22.84 / hr



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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Thank You!

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