



INFORMATION PACK

Step One: Contact Information

Question: Where is AMR Interactive?

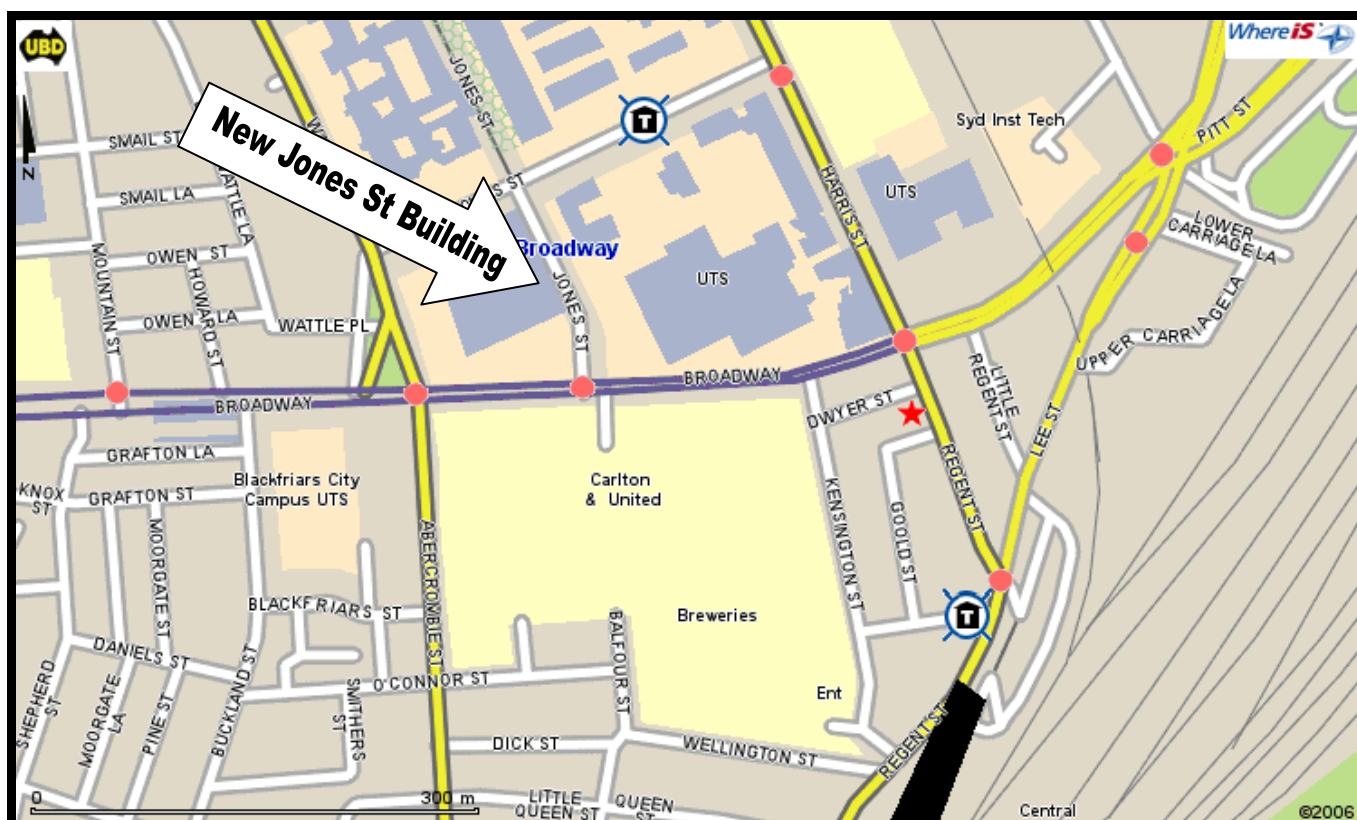
AMR Interactive is situated in Ultimo, a 5-minute walk from Central Station.

- Address details:
- 9TH Floor**
 235 –243 Jones St
 Ultimo NSW 2007
 Phone: 9024 6400
 Fax: 9211 0730

- Personnel Contact: Tim Simmons (recruitment manager)

All AMR applications are by email only – please do not call to apply!!

Email your CV and a cover letter to:
employment@amrinteractive.com.au



Step Two: All about Market Research

Question: What is Market Research all about?

- ☑ **Definition:** Market Research can be described as an activity that involves the collecting and interpreting of information about peoples' attitudes and behaviours relating to products and services and also political and social issues.
- ☑ Market Research provides the opportunity for interested organisations to learn more about the market in which they operate. It provides an opportunity for the public to communicate their own ideas and opinions back to those organisations.
- ☑ Interviewers are part of a team. They use specifically designed questionnaires and follow very specific instructions, which are to be strictly adhered to.
- ☑ Interviewing work is challenging and absorbing. Interviewers talk to all types of people about a great variety of subjects.
- ☑ The methods of research vary and can include focus groups, telephone, door to door and face-to-face interviewing.

Question: Why do our clients commission Market Research?

- ☑ Market Research can be used for collecting almost any kind of quantitative and/or qualitative market research data including:
 - Tracking advertising effectiveness
 - Monitoring product and brand usage
 - Market sizing and brand penetration
 - Media and readership surveys
 - Consumer profiles
 - Market feasibility studies
 - Corporate image studies
 - Public opinion polls

Question: What is the role of an interviewer in the Market Research Industry?

Interviewers play three main roles in market research.

- ☑ The first involves making the initial contact with a potential respondent. Methods of contact vary from telephone, door to door and shopping centre. In all forms of contact, making the potential respondent feel, at the least, at ease and positive about cooperating in an interview, is important.
- ☑ The second role is doing an interview. This requires an interviewer to ask questions that are put to everyone in the survey in exactly the same way - and in a neutral manner that does not imply any expectation of a "right" or "wrong" answer.
- ☑ The third role is to record all the relevant responses (i.e. what the respondent says and/or does) as accurately as possible. This means interviewers act as "tape recorders" when recording "depth" interviews or responses to open-ended questions.

Step Three: All about AMR Interactive

Question: What is AMR Interactive?

Background:

- ☑ AMR Interactive was formed in 1984. AMR Interactive has approx. 60 full time staff and 400 casual interviewing staff.
- ☑ AMR Interactive data services provide Data Collection, Data Processing and Analytical Services for Research, Management, and Marketing professionals
- ☑ Its aims are to provide:
 - Quality market research
 - Accurate and reliable information
 - A fast turnaround of results
 - Superior client service
- ☑ Apart from traditional marketing research services such as CATI telephone surveys, recruitment, data entry and coding services, we continually conduct internet/web surveys
- ☑ Clients are serviced from executive offices in Sydney.
- ☑ AMR Interactive is an accredited member of the Association of Market Research Organisations (AMRO).

Experience:

- ☑ We are experienced in data collection and data processing in all marketing and social research methodologies across all industry sectors
- ☑ Sectors include Utilities, Retail, Media, Advertising, FMCG, Telecommunications, Financial Services, Automotive, Social & Government, Technology and Health/Pharmaceutical
- ☑ These include from large complex modelling or on-going financial tracking projects, to smaller customised and ad hoc research projects.
- ☑ These include residential/consumer, business to business and healthcare professional surveys
- ☑ We have a dedicated Internet/Web survey team, and continually conduct Online Surveys

Question: What do I get paid as an interviewer?

Telephone Interviewing Pay rates:

Trainee rate (first 50 hours):	\$17.82
Interviewer rate (50 hours +):	\$21.72



- ☑ The rates listed above are specified by the Market Research Award and apply to all shifts, whether an interviewer works day shifts, evenings or weekend shifts. Holiday pay is

supplemented into their weekly pay and therefore is not accumulated. Holiday pay is inclusive in this rate. Pay rates will increase with the Award.

- ☑ The award that all Market Research Interviewers are covered under is the Market Research Industry Award. AMR Interactive pays their Market Research Interviewers above or according to the award rates designated under this award.
- ☑ All casual employees at AMR Interactive are paid fortnightly. Our working week is Wednesday to Tuesday. Pays are paid directly into a bank account and are in the employee's account by Friday morning of the pay week.
- ☑ Once an employee earns more than \$450 in any one calendar month, AMR Interactive will contribute **9%** of that month's earnings to the LUCF superannuation fund. This does not come out of the employee's earnings.

Trainee Period:

- ☑ New Trainees Employment is subject to a **trainee period of 50 hours**, at the trainee rate of \$17.27 per hour. Acceptance to ongoing casual employment is governed by satisfactory work performance during this period. After 50 hours pay increases to full rate of \$21.05 per hour.
- ☑ Already trained interviewers Employment is subject to a tracking period of 6 working shifts, at a rate of \$21.05 per hour. Acceptance to ongoing casual employment is governed by satisfactory work performance during this period.

INTERVIEWING STANDARDS AND PERFORMANCE:

Performance

At AMR Interactive we follow the IQCA standards to maintain the high quality of data collection. To help maintain good interviewer habits and to be assured we are collecting quality data 10% of all the surveys completed on each job by any interviewer will be validated. Interviewers will be observed regularly to review their performance. Performance is also taken into account in the giving of shifts, to this end interviewers will be rated on the following:

- Reliability - Cancels/No shows are tracked on a daily basis
- Responsiveness to coaching
- Attitude
- Length of employment with the company
- Key Performance Indicators – monitored shift by shift
 - Refusals
 - Length of interview
 - Rate
 - Dial rates
 - Screen outs

Question: What skills will I learn?

- ☑ Market Research Interviewing can be an effective way of learning many skills that are valuable to your future career in any industry.
 - **COLD CALLING THE GENERAL PUBLIC – GETTING PEOPLE TO SAY YES!**
 - *Verbal and written communications skills*
 - *Problem solving skills*
 - *Attention to detail*

- *Not personalising rejection*
- *Working in a team*
- *Public relations skills*
- *Confidence in talking to a wide range of people*

- This is a position where almost all of an interviewer's time is conversing, persuading and listening to people from every walk of life. You definitely learn the art of reading people, understanding them and being able to decipher and sort the important information from the insignificant. The other major skill is the art of asking the right questions to get the real answers without biasing the answer itself. This is an excellent skill to have. An interviewer will also learn to record information 100% accurately and again with no bias.
- AMR Interactive also has pleasant working conditions and has the best team of friendly, social and helpful interviewers who enjoy showing new people the ropes!

Step Four - Availability

Question: Are you available for our shifts at AMR Interactive?

- We have two sets of work shifts at AMR Interactive – Business shifts (Weekdays) and Residential shifts (Weeknights and Weekends).

- Business shifts:

1st shift 2nd shift

Mon – Fri: 9am-12.30pm 1:00pm – 5pm

- Residential shifts:

Shift Times

Mon – Fri: 5pm – 8.30pm

Saturday: 9am - 5pm

Sunday: 9am – 5pm

- All interviewers need to be at their terminals ready to start interviewing at the start of each shift
- Each interviewer is expected to be available for a minimum of 10.5 hours (or 3 shifts) per week.**
- If you need to cancel any shifts please give us early notice so we can try and find a replacement

Shift Preferences

Interviewer preference sheets are done weekly. This is where you need to note down, next to your name, the shifts you want to work for the following week. You must fill this in by 8.30pm Wednesday of every week. If you forget you can call in your preferences (still by Wednesday) by phone; 02 9024 6400 is the main line. The roster book is done weekly based on these preferences. Rostered shifts for the following week can be confirmed on Saturday.

It is your responsibility to keep track of what preferences you've chosen and what shifts you've been allocated. Reliability (Lateness, No Shows, Cancellations, not fulfilling min. shifts) is tracked daily. Disciplinary action may be taken for those who *REGULARLY* prove unreliable.

- Work each week **cannot** be 100% guaranteed - the number of interviewers required each week will be dependent on the amount of work available. This is the same as all casual Market Research positions. Because of this we roster shifts on a weekly basis.

Step Five: What we need from you!

Question: Do I have what it takes to be an interviewer?

- One of the reasons that AMR Interactive has an excellent reputation for accuracy is the fact that we are very careful about the people we recruit, train and hire. Here is an idea of some of the attributes that we need all of our interviewers to possess.
- Reliable and punctual
 - Available to commit to shift times and team structure
 - Exceptionally professional phone manner
 - Clear speaking voice with above average grammar and diction
 - Precise and legible handwriting
 - Ability to follow instructions implicitly
 - Excellent comprehension skills
 - Ability to constantly achieve targets
 - Be able to professionally represent AMR Interactive and the Market Research Industry
 - Possess a positive, friendly, polite and courteous phone manner
 - The ability to be impartial / unbiased and neutral at all times
 - The ability to record all information verbatim with 100% accuracy
 - The ability to shrug off people who refuse and not take it personally

Step Six: Training

Question: You mean I get paid for getting trained?

- Experience in the Market Research industry is **not** necessary to gain employment as an interviewer at AMR Interactive.
- At AMR Interactive we train all of our new staff on all of the technical requirements of the position.
- Training takes place at an all-day 8-hour session, consisting of two parts. Part 1 covers all theoretical aspects of interviewing, while Part 2 involves technical training in **SURVEYCRAFT** and concludes with the trainees interviewing in a live job. All training is paid

at the award rate (see above).

- Candidates need to attend a full training session before we can give them any shifts.
- On the first shift after they are fully trained “newies” will be “buddied” with a long-term member of our team. Supervisors and Team Leaders will also offer ongoing support and guidance particularly during this initial 50 hours.
- From the training day on all interviewers are observed, coached and re-trained on a regular basis. We continue to up-skill all of our staff throughout their employment with us.

Step Seven: What do you think?

Question: Does AMR Interactive sound like a place you want to work?

- If you are successful with the face-to-face interview we will ask you to attend a training session.
- If you have a CV / Resume we would be interested to see it, please bring it to the interview. This is not a necessity.
- You will need to provide us with at least 2 work references, including contact name and phone number.
- If you are not an Australian citizen – we will need proof of a working visa. If you are an overseas student we will need proof of your student visa.
- If you progress to the training stage you will be asked to bring photo ID that verifies your ability to work without visa impediment i.e. Australian or New Zealand passport **OR** Drivers Licence and proof of residency.
- If you have any questions at all please call the above number and we will happy to answer your queries.
- Thank you for taking the time to read this information thoroughly.