

The Good Old Days....

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Before you jump to conclusions and think I am over the hill; it was not that long ago that I began my career as a telephone interviewer. I was in need of a job and to appease my Mom I actually walked into Mktg. Inc unannounced for an interview. The only experience I had with market research were the surveys I took in my monthly Cosmo magazine. My job search ended that day as I was hired as a telephone interviewer for the evening shift. My first survey was a 'telenation'...asking a million questions about a million topics. Specifically I remember asking questions about what names best suited specific fiber products. And low and behold months later I saw a commercial for "Benefiber". Wow this was great!! It seemed like everyone was willing to do the surveys.

Time went on and I moved to daytime business studies and was recognized for having a great phone voice. I also began to notice that it became much more challenging to get a 'complete'. I was given information on "Do Not Call" laws. It seemed that respondents were becoming leery of doing surveys over the phone. I knew if I wanted the 'completes' I needed to step up my rebuttals, and keep the dialing rate up.

Fast forward a few years...I was promoted to supervisor and online surveys became all the rage (but telephone is still my favorite.) Due to the latest information my company has developed, "Research on Research", I found out that I am a *hyperactive* online panel member but by no means do I fall into the *worst respondent* category. I attribute that to my success as a telephone interviewer.

Although I am no longer a telephone interviewer I still get great pleasure out of jumping in when needed. Even though many things have changed over the years there is no greater feeling than getting that complete. My years as a telephone interviewer have helped me to become the more assertive and outgoing individual that I am today.