



2022 | Client Case Study

Contact Center DMs at Mid-Market Companies

INTRODUCTION

An InnovateMR partner required business sentiments from 400+ Contact Center Decision Makers at mid-market companies with more than 500 employees with a 3-day turnaround time.

RESULTS

This client required N=400 targeted US completes. The InnovateMR technology and team delivered N=413 high-quality Contact Center decision makers from mid-market and enterprise companies based in the United States with greater than 500 employees.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 413</i> Contact Center DMs from mid-market and enterprise companies with more than 500 employees in the US
In Field Incidence Rate (IR)	55%
In Field Length of Interview (LOI)	5 minutes
Time in Field	3 days

ABOUT INNOVATEMR

InnovateMR is a full-service sampling and ResTech company that delivers faster, quality insights from business and consumer audiences utilizing cutting-edge technologies to support agile research. As industry pioneers, InnovateMR provides world-class end-to-end survey programming, targeted international sampling, qualitative and quantitative insights, and customized consultation services to support informed, data-driven strategies, and identify growth opportunities. Known for their celebrated status in customer service and results, InnovateMR combines boutique-level service with extensive global reach to achieve partner success.