

## An overview on interviewers manuals, structure and contents.

An intro to the job as a telephone interviewer





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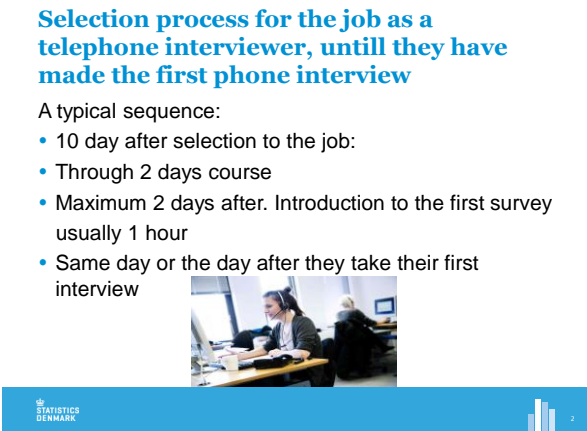
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## Selection process for the job as a telephone interviewer, untill they have made the first phone interview

A typical sequence:

- 10 day after selection to the job:
- Through 2 days course
- Maximum 2 days after. Introduction to the first survey usually 1 hour
- Same day or the day after they take their first interview





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## The typical telefon interviewer

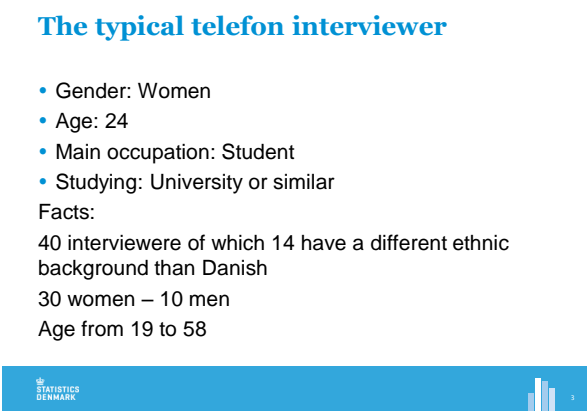
- Gender: Women
- Age: 24
- Main occupation: Student
- Studying: University or similar



Facts:

40 interviewere of which 14 have a different ethnic background than Danish

30 women – 10 men

Age from 19 to 58





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Introduction program day 1

10:00 to 10:10 a.m.  
**Welcome**  
- Presentation  
- Training program and materials

10:10 to 10:20 a.m.  
**Intro to Interview Service**  
- Interview Service  
- Interview Leaders

10:20 to 11:00 a.m.  
**Population and samples**  
- From sample to interview  
- Why is a high response rate important  
- Why do we compile statistics?  
- Completion rates  
- What demands do we have to our interviewers?

11:00 to 11:25 a.m.  
**Photography**

11:25 to 12:30 p.m.  
**Exercises**  
- Practice interview

12:30 to 13:00 p.m.  
**Lunch**

13:00 to 14:15 p.m.  
**Myself as an interviewer**  
- The psychology behind the good interviewer

14:15 to 14:30 p.m.  
**Coffee Break**

14:30 to 15:50 p.m.  
**Interviewing in practice**  
- General tools / Interview technique is reviewed  
- Role playing  
- Dialogue about what was good and what was not so good

15:50 to 16:00 p.m.  
Thank you for today and see you on Thursday 31 October at . 10:00

Introduction program day 2

10:00 to 10:15 a.m.  
**Welcome**  
- Summary Day 1

10:15 to 11:45 a.m.  
**Practical information**  
- Planday  
- Worksheet  
- Signing up for work shift  
- Rules and Guidelines  
- Rules on access  
- Information on pension  
- House Rules  
- Break Rules

11:45 to 12:15 p.m.  
**Lunch**

12:15 to 13:15 p.m.  
**CATI - Computer Assisted Telephone Interviewing**  
- Presentation by Blaise ( screenshots are reviewed)  
- Overview of function keys

13:15 to 14:15 p.m.  
**Interview in practice**  
- Using the system keys  
- A couple of short tasks( 8)

14:15 to 14:30 p.m.  
**Break**

14:30 to 15:45 p.m.  
**Group Task 3 groups**  
- Each group is assigned three IP types.  
The group will make suggestions for the first presentation  
The 3 groups present their proposal in plenum

15:45 to 16:45 p.m.  
**Planday**

16:45 to 17:00 p.m.  
**Review and thank you for today.**  
Follow-up Meeting is held on 9 December at . 15:00 to 18:00 p.m.  
Subsequent instructions on new survey Monday 4 November at 16:00 p.m.

The primary focus in the program:

- Training in conducting interview
  - Training to minimize non response
  - Understanding why it is important
- How and in what way
- 4 sessions alternating between role play scenarios and group work
  - Mindset, awareness on how to communicate
  - Dialogue about attitude, body language and performance

# Something about attitude and approach to the task

It sounds like the world’s easiest job to call random people just to make an interview, and it is, if you are prepared and open for the techniques you learn on this course.



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## Attitude before the call!

- 1. When I meet at work**
  - Do I think that my work is important?
  - Do I know that we think you have a very important function?
  - Do you know that we are your fellow partner and will support you to achieve the best result?
- 2. Before the interview**
  - Am I motivated? Will I perform my best?
  - Have I prepared myself for the task?
  - Do I show commitment?
  - IP must be able to feel that I am passionate about his/her participation
  - My job is important. Therefore you are someone important to me.
  - Do I give that impression?
  - Timing - How many chances do I have? Do I get any chances?
- 3. 10 seconds before I call and 5 seconds before the actual conversation**
  - How am I prepared? Where is my focus?
  - What is your message?
  - Create interest – Inform - Convince
  - In short, I should be able to play in several different keys
  - You should be able to juggle with words and to change the course



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## More attitude and instruction on how we ask questions

- 4. The call**
  - Voice/Tone: Do I sound tired and not in the mood? Concentration?
  - How do I sit on the chair? Maybe I am lying down halfway. Am I aware that it affects my voice in a negative way?
  - The smile: "is the shortest distance between two people"
  - Situational awareness
  - Change and focus my style in accordance with the IP to whom I am talking.
  - Let the phone ring a reasonable number of times, so that the IP has a chance to pick up the phone.
- 5. The interview**
  - Ask the questions as they appear on the screen – if they are not understood then repeat them
  - It is not allowed to interpret/put leading questions etc.
  - Sound as if you are committed to the IP
  - Remember that it is you as an interviewer who asks the questions, and the IP who must answer
  - Restrict the IP's flow of speech, try to cut slightly short the IP' speech and proceed
  - The interview must not evolve into a conversation
- 6. End**
  - Finish the conversation in a pleasant way, and also in a way so that the IP feels that you have been listening to him/her



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A few short assignments

- 1. You call up an IP who wants to be interviewed, but only in about 20 minutes and, by the way, on another number. The number is 1111 2222. What do you do?
- 2. You call up and reach the IP's father who tells you that the IP is in USA for at least 6 months. The survey ends in 14 days. What do you do?
- 3. The number you are calling does not exist. What do you do?
- 4. The person you have called does not know the IP. What do you do?
- 5. You call up an IP who wants to participate, but preferably over the internet. What do you do?
- 6. Imagine that you have just started the interview. However, the IP's children start screaming hysterically and you agree with the IP to wait till later. What do you do?
- 7. Imagine that you have just started the interview. The IP has agreed to participate. The IP also said yes to be living at the address stated on the screen. However, when you ask the next question whether the family lives as a home owner or in a home for rent, the IP says yes. You are then aware that the IP is disabled and is unable to complete the interview. What do you do?
- 8. Imagine that you have just started the interview. The IP refuses to confirm whether it is the right address or not. Enter the correct code. The IP is only 15 years old and does not know if they are tenants or they are living in an owner-occupied home. Enter the right code
- 9. There are 4 phone numbers on your screen. 2 of them do not work, and the phone is not being picked up on the 2 others. What do you do?



Instruction in use of the system.

