

# New Market Research Standard

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Asia's fastest-growing regional research company, Asia Market Intelligence (AMI), today announced the launch of a new state-of-the-art system for computerised telephone research.

The new Asialine™ telephone research network is now being utilised in its offices Asiawide, enabling all telephone surveys conducted by the group to be standardised in terms of key criteria from technique and technology to quality and cost.

AMI is involved in numerous pan-regional research projects for clients on both a proprietary and syndicated basis. The use of telephone interviewing as a data collection tool is becoming increasingly effective, and will be greatly enhanced by the Asialine network, allowing exceptional turnaround speed in delivering results to clients. Top-line results can now be obtained within twenty-four hours of completion of fieldwork, and interim results provided while the survey is in progress.

The network will also act as a complementary service to Euroline™, a similar pan-European network, meaning client companies seeking market information worldwide are now assured of consistent quality research in the two key regions of Europe and Asia. "As telephone penetration has increased in Asia, so has the demand for telephone interviewing", points out AMI's regional coordinator of Asialine, Robin Brown.

"In countries such as Hong Kong and Taiwan where telephone penetration is almost 100% of the population, obtaining appropriate research candidates or sampling by telephone, is a very attractive alternative to random door-to-door sampling. Going door-to-door can be time consuming, expensive and at times produces biased results due to lack of access to affluent areas, because of the security systems in operation in these areas and the long hours worked by top business people", Brown says "Even in countries like Indonesia where overall telephone penetration is low, telephone research is a valid method for sampling high income groups."

The Asialine™ network is based on Surveycraft Computer Assisted Telephone Interviewing (CATI) software, which is already in use by AMI. AMI has been using

CATI for over two years, but Asialine™ takes the group's capabilities to new strengths.

AMI is Asia's premier market research group. Founded in 1991. it now has full service offices in seven countries, and in 1996 sales grew by 75 percent.