

CATI

High-quality
telephone
interviewing,
delivered at scale

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CATI at a Glance

150+ In-house interviewers



UK-wide coverage



B2B & Consumer



Complex surveys supported



Fast turnaround

Our CATI Approach

- Interviewer-led telephone surveys
- **Phone-to-Web / WebCATI** (supports stimulus & audio)
- Live quotas & real-time reporting
- Full call recording available

Quality & Control

- **AI quality control** (up to 100%)
- Interviewer monitoring & validation
- Detailed probing & rich verbatims
- ISO & IQCS-aligned processes

Best Used When

- Surveys need **probing or explanation**
- **B2B or specialist audiences**
- Hard-to-reach respondents
- Online alone isn't enough

Why Field Locker CATI

- In-house, native interviewers
- **Higher data quality** than online-only
- Flexible, **mixed-method delivery**