

Multiple Mode, Multiple Survey Implementation for a Sensitive Population

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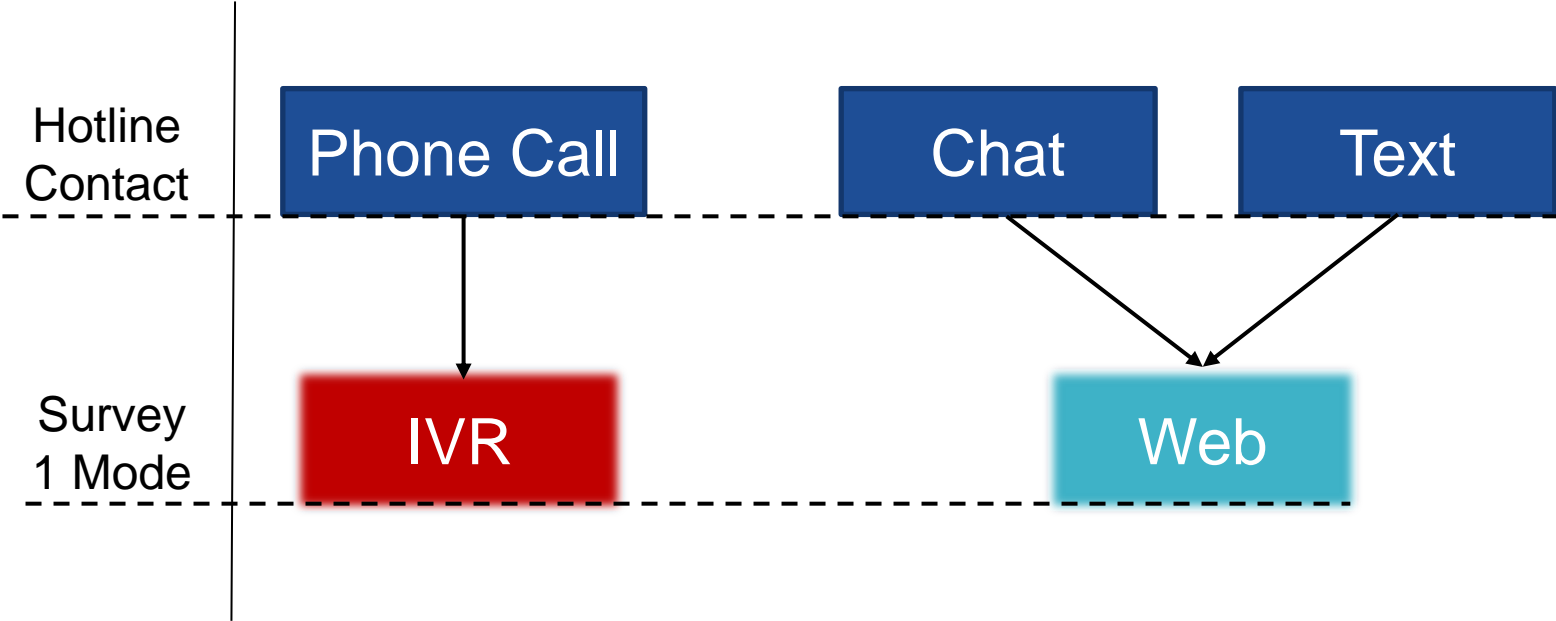
Main Themes

- Measures we took to protect respondents
- Systems overview

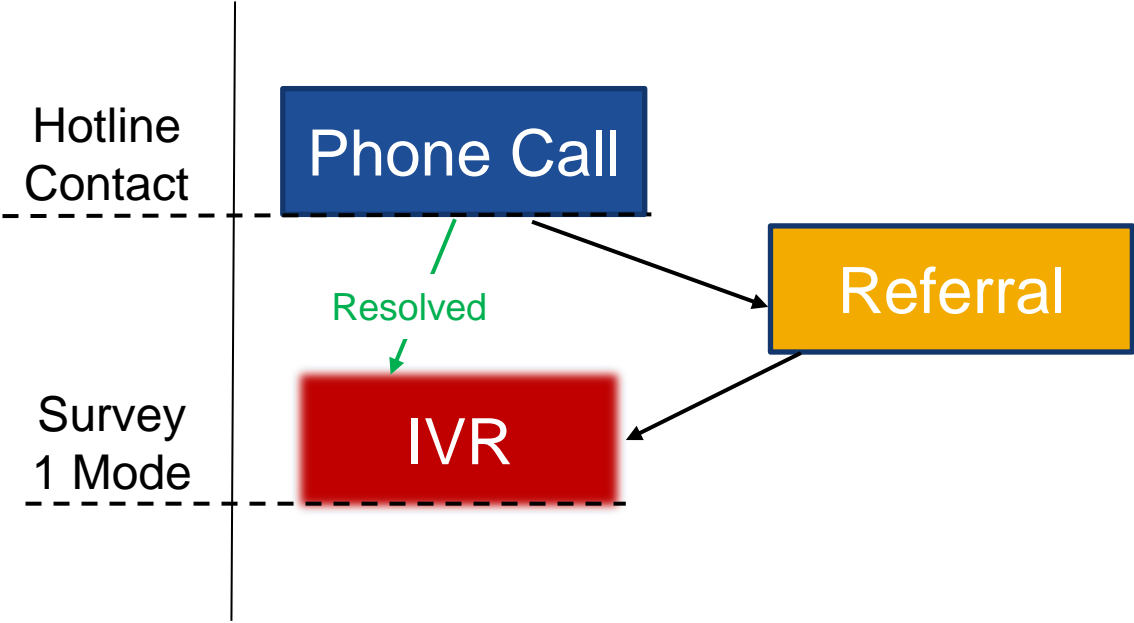
Basic Project Information

- Purpose: Collect data on user perceptions of the National Human Trafficking Hotline for the Administration for Children and Families, U.S. Department of Health and Human Services
 - Goal: To get user feedback immediately after initial contact with hotline and two weeks later
 - Survey 1 modes: Interactive Voice Response (IVR), web
 - Survey 2 modes: Computer Assisted Telephone Interview (CATI), web
 - Used Voxco Survey Software
 - Rolling data collection lasting approximately 30 weeks

Survey 1 – Mode



Survey 1 – Two Categories for Those That Called the Hotline



Provision of Survey 1 Links to Hotline

https://survey.rti.org/SE/1/CustomerService?p=40NHY
https://survey.rti.org/SE/1/CustomerService?p=12OOC
https://survey.rti.org/SE/1/CustomerService?p=95WSP
https://survey.rti.org/SE/1/CustomerService?p=10UUO
https://survey.rti.org/SE/1/CustomerService?p=12LLJ
https://survey.rti.org/SE/1/CustomerService?p=54XGA
https://survey.rti.org/SE/1/CustomerService?p=27DXG
https://survey.rti.org/SE/1/CustomerService?p=89PCF

Protecting Respondents

Request for Survey 2 Participation Within Survey 1

Would you be willing to provide additional, private feedback about the services you received from the National Human Trafficking Hotline? You will receive a \$10 Starbucks electronic gift card for your participation in the second survey. You would be contacted by RTI International in approximately 2 weeks with an invitation to complete another survey over the phone or online. The survey will take about 6 minutes to complete and will ask basic questions about whether you were able to use the information provided by hotline staff. You may choose to be contacted by phone, text message, or e-mail. For your privacy, RTI will not mention the National Human Trafficking Hotline when contacting you and instead will refer to the study as the Customer Service Survey. Any contact information you provide will only be used to contact you for this survey and will be destroyed at the end of the study.

Invitation to Survey 2

Survey Invite: Customer Service Survey | 99048



Customer Service Survey <customerservicesurv

To Bensen, Matthew

Cc Customer Service Survey

Retention Policy Default (Never)

 Reply


 Reply All

 Forward



Wed 6/3/2020 7:41 PM

Expires Never

 We could not verify the identity of the sender. [Click here to learn more.](#)

About two weeks ago you completed an online survey and agreed to be contacted for a quick follow up survey. The Customer Service Survey is available for you to complete at this link <http://customersurvey.rti.org/?dc=emailen>. Please complete the survey as soon as possible to receive your \$10 Starbucks electronic gift card.

If you have any questions, please call 800-647-9655 toll-free to speak to a survey representative.

Respondent Safety – Contacting

RTI will contact you in approximately 2 weeks by your choice of a phone call, text, or e-mail. How would you like to be contacted and receive the survey?

- I would like to be contacted by telephone by a survey representative.
- I would like to be contacted by text message and receive a Web link to the survey.
- I would like to be contacted by e-mail and receive a Web link to the survey.

Respondent Safety: Contacting

What is the best time of day to safely contact you? Select all that apply

- Morning
- Afternoon
- Evening

Is it OK to leave a voice-mail message saying we are calling from the Customer Service Survey?

- Yes
- No

Respondent Safety – Entering Survey 2

The number you will see when RTI contacts you in 2 weeks is 877-267-2909. We will ask for your participation in the Customer Service Survey. To ensure that we know it is you, you will be asked to provide a 4-digit PIN to access the survey. Enter the 4-digit number you would like to use as your PIN.

Respondent Safety – Incentive Distribution

Thank you for completing the survey. How would you like to receive the \$10 Starbucks electronic gift card? We will only use the contact information you give us for the purpose of sending you the gift card.


- Text Message
- Email
- Do not send me a gift card

Respondent Safety – Incentive Distribution

Please enter the e-mail address where you would like to receive a link to your electronic gift card. The e-mail will come from CustomerServiceSurvey@rti.org.

Respondent Safety – Deleting Browser History

For your privacy, we have included information on how to clear your internet browser history. Click the links below for the internet browser you are currently using to open a new link with instructions on how to erase your internet history or cache, or how to use the built-in anti-tracking mode.

	Microsoft Edge and Internet Explorer	erase history	clear cache	private browsing mode
	Google Chrome	erase history	clear cache	incognito mode
	Mozilla Firefox	erase history	clear cache	private browsing mode
	Safari (Macbook)	erase history	clear cache	private browsing mode
	Safari (iPad, iPhone)	erase history	clear cache	private browsing mode

Respondent Safety – Survey 2 Phone Script

Hello, this is *** calling from the Customer Service Survey. Have I reached the same person who participated in a similar survey about two weeks ago?

TI NOTE: OTHER PROBING QUESTIONS INCLUDE:

Someone took a survey about 2 weeks ago and agreed to be contacted again, now, at this phone number to take a second survey. Was that person you?

Do you remember creating a PIN number at the end of a survey two weeks ago?

TI NOTE: SELECT 01 NO IF RESPONDENT DOES NOT REMEMBER SURVEY

Respondent Safety

- Movement of IVR data into RTI's Enhanced Security Network

Case Management System

Stage = A step in data collection

Cases are initiated into an applicable stage, and then within that stage, applied a current status

Example:

Nonresponder

- SMS Survey 2 Invite: Sent (Jan 1)
- SMS Survey 2 Reminder 1: Sent (Jan 3)
- SMS Survey 2 Reminder 2: Sent (Jan 5)
- Survey 2 Web: Not complete

StageID	StageText
100	Symphony Sample Load From Survey1
351	Email: Survey 1A Incentive
352	SMS: Survey 1A Incentive
353	Email: Survey 2 Incentive
354	SMS: Survey 2 Incentive
360	Email: Survey 2 Invite
361	Email: Survey 2 Reminder 1
362	Email: Survey 2 Reminder 2
363	SMS: Survey 2 Invite
364	SMS: Survey 2 Reminder 1
365	SMS: Survey 2 Reminder 2
550	Project Overall Status
555	Survey 1 Overall Completion
556	Survey 1A Audio Recording: Incentive Email
557	Survey 1 Audio Recording: Invite Email
558	Survey 1IVRA Completion
559	Survey 1IVR Completion
560	Survey 1 Web Completion
565	Survey 2 Sample Prep for Instruments
566	Survey 2 Overall Completion
567	Survey 2 Web Completion
568	Survey 2 CATI Completion

Systems Preparation for Survey 2

- Taking in Survey 1 information

```

begin
    SELECT top 1
        @CaseID= [CaseID]
        ,@Language = isnull([Lang], 'en')
        ,@LastConnectionDate = [LastConnectionDate]
        ,@Q9A = [Q9A]
        ,@PHONE_INVITE = [PHONE_INVITE]
        ,@MORN = [MORN]
        ,@AFT = [AFT]
        ,@EVEN = [EVEN]
        ,@TIMEZONE = [TIMEZONE]
        ,@VM = [VM]
        ,@EMAIL_INVITE = [EMAIL_INVITE]
        ,@RESP_PIN = [RESP_PIN]
        ,@INT99 =[INT99]
    from #NHTHSurvey1Web
set @CasePointerid = null
select @CasePointerid=CasePointerid
from nrv.cases
    where caseid = @CaseID and mode = @Mode and StudyID=@StudyID
if (@CasePointerid is null)
begin
    declare @LangCode tinyint
    set @LangCode = 1
    if (@Language = 'es') set @LangCode = 2
    execute nrv.InsertCase @studyid, @Mode, @CaseID
    select @CasePointerid=CasePointerid
    from nrv.cases
    where caseid = @CaseID and mode = @Mode and StudyID=@StudyID
    set @ContactID = null
    execute nrv.UpsertCaseContact @CasePointerid,99,null,null,null,null,@LangCode,@ContactID
end
if (@Q9A = '1' or @Q9A = '2' or @Q9A = '3')
begin --Opted in for Survey 2
    execute nrv.InsertCaseStagestatus @CasePointerid, 560, 2693
    execute nrv.InsertCaseStagestatus @CasePointerid, 566, 1001
    declare @strInvite varchar(10)
    /*execute nrv.InsertCaseStagestatus @CasePointerid, 565, 1001*/

```

Customer Service Survey

Thank you for participating in the Customer Service Survey.

Please enter your 4-digit PIN number that you created in the first survey and the phone number at which you were contacted for this survey.

Telephone number (format xxx-xxx-xxxx):

Pin:

Log In

If you do not remember your PIN number, please call 800-647-9655 between the hours of 9:00 AM and 4:00 PM Eastern Time to speak to a survey representative who can help you with your PIN and complete the survey over the phone. If no one is available to take your call, please leave your name and telephone number and a survey representative will call you back.

```

begin --Opted in for Survey 2
    execute nrv.InsertCaseStagestatus @CasePointerid, 560, 2693
    execute nrv.InsertCaseStagestatus @CasePointerid, 566, 1001
    declare @strInvite varchar(10)
    /*execute nrv.InsertCaseStagestatus @CasePointerid, 565, 1001*/

    if (@Q9A = '1') -- Survey 2 is CATI
    begin
        set @strInvite = ''
    end
    else -- Survey 2 is Web
    begin
        --execute nrv.InsertCaseStagestatus @CasePointerid, 567, 1001
        if (@Q9A = '2') -- Survey 2 is CATIInvite by SMS
        begin
            set @strInvite = 'sms'
        end
        else--Invite by SMS
        begin
            set @strInvite = 'email'
        end
    end

end

set @Agreg_Pin = @CaseID + @RESP_PIN
if (@Mode=4)
begin
    set @Survey2_LOGINURL = 'http://customersurvey.rti.org/?dc=' + @strInvite + @Language
    set @Survey2_URL = 'http://survey.rti.org/SE/1/CustomSurvey2?p=' + @Agreg_Pin
end

```

Systems Preparation for Survey 2

- Automated creation of import files for web or phone administration


```

set @Survey2_ACC_START_DATE = CONVERT(varchar, dateadd(D, 14, cast(@LastConnectionDate as date)), 106)
set @Survey2_ACC_END_DATE = CONVERT(varchar, dateadd(D, 23, cast(@LastConnectionDate as date)), 106)
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY1_MODE', '1'
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_INVITE_PREFERENCE', @Q9A
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_CAN_LEAVE_VM', @VM
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_INVITE_EMAIL', @EMAIL_INVITE
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_INVITE_PHONE', @PHONE_INVITE
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_PIN', @RESP_PIN
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_AGREG_PIN', @Agreg_Pin
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_URL', @Survey2_URL
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_LOGINURL', @Survey2_LOGINURL
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY1_LANGUAGE', @Language
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'RESPONDENT TIME_ZONE', @TIMEZONE
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY1_ACCESS_DATE', @LastConnectionDate
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_BEST_CALL_TIME_MORN', @MORN
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_BEST_CALL_TIME_AFT', @AFT
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_BEST_CALL_TIME_EVEN', @EVEN
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_ACCESS_END_DATE', @Survey2_ACC_END_DATE
execute [nr].[UpsertCaseProjectDetail] @studyID, @mode, @CaseID, 'SURVEY2_ACCESS_START_DATE', @Survey2_ACC_START_DATE

```

Edit Import Schedule For UploadSampleForSurvey2

Start Date

6/4/2020 5:56 AM



(UTC-05:00) Eastern Time (US & Canada)

Repeat

Yes No

Every

1

Day(s)



Every

1

hour(s) starting at 5:56 AM

Only once at 5:56 AM

End Date

1/22/2021



No end date

Source

Local File

FTP

Filename

\\RTPWMODPAPP04\DTS\

(full path, local folder or unc path)

Filename

None



Option

Systems Preparation for Survey 2

- Automated delivery of invitation, reminders, and incentive communication, via respondent preference of text or email

```

--
begin

declare @InviteDays int
set @InviteDays = 14
declare @Reminder1Days int --Number of days after invite
set @Reminder1Days = 2
declare @Reminder2Days int --Number of days after Reminder 1
set @Reminder2Days = 2

select casepointerid into #CATIPrefCases from nrv.caseprojectdetail where Variable = 'SURVEY2_INVITE_PREFERENCE' and value = '1'
select casepointerid into #SMSPPrefCases from nrv.caseprojectdetail where Variable = 'SURVEY2_INVITE_PREFERENCE' and value = '2'
select casepointerid into #EmailPrefCases from nrv.caseprojectdetail where Variable = 'SURVEY2_INVITE_PREFERENCE' and value = '3'
select CasePointerID into #Final from nrv.casestage where Stage = 566 and status > 2000

INSERT INTO [nrv].[CaseStageEventHistory]
    ([CasePointerID]
    ,[Stage]
    ,[Status]
    ,[EventDate]
    ,[CreatedOn]
    ,[CreatedBy]
    ,[SourceCreatedOn])
select CasePointerid, 565, 1001, getdate(),getdate(), 'spNightlyBatch', getdate() from nrv.cases
where CasePointerID in (select casepointerid from nrv.caseprojectdetail where Variable = 'SURVEY2_INVITE_PREFERENCE' and value in ('1', '2','3'))
and CasePointerID not in (select CasePointerID from nrv.casestage where Stage = 565)
and CasePointerID in (select casepointerid from nrv.caseprojectdetail where Variable = 'SURVEY1_ACCESS_DATE'
and datediff(d,value, getdate()) >= @InviteDays)

```

Topline Results

- 906 Survey 1 completes
 - 408 SMS
 - 111 chat
 - 387 IVR
- 531 opted into Survey 2
 - 310 SMS
 - 88 email
 - 123 CATI
- 172 Survey 2 completes



Thank you

Contact: Matt Bensen | email: mbensen@rti.org