



CMOR-MRA Interviewer Training Modules
Career Growth for Interviewers
Answer Key

1. Why should companies be concerned with career growth for interviewers?

A: Companies gain an experienced and more knowledgeable interviewing staff because they can promote people who have learned from the ground floor up. Secondly, companies can have a workforce that is content and happy, which increases the likelihood of interviewers staying in the research profession. It makes research workplaces a more enticing place to work and reduces interviewer turnover rates.

2. What are the four parts of the plan for career growth for interviewers?

A:

1. Recognizing interviewers by skill level.
2. Establishing a procedure or program that identifies career potential in interviewers.
3. Identifying other career growth areas in the company besides Level III interviewers and supervisory positions.
4. Providing ongoing learning and growth opportunities even if the employee is not interested or qualified in other positions within the company.

3. How many skill levels of interviewing does this module describe?

A: There are three (3) skill levels.



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4. Describe the attributes associated with each level of interviewing:

A: Level I – learning how to conduct surveys, mastering techniques, works on broad consumer surveys, no extra duties.

Level II – has mastered all elements of the job, has experience in broad range of consumer work, has a good-to-better-than-average performance rating. Is assigned to additional jobs that include: mentoring new interviewers, assisting trainer in training classes, assisting new interviewers when role playing, sitting in as back-up to supervisors when they are away, leading briefings on long-term projects, manning reception desk or other clerical duties, performing validations, discussing job duties at job fairs, helping out at job fairs, and assigned to more difficult surveys.

Level III – masters and works on business-to-business projects and other survey work requiring contact with high level professional or difficult to reach audiences. Also, monitors live surveys on various projects and reports results to management through documentation. Provides interviewers with performance feedback.

5. If an interviewer decides to stay in the overall job category of research interviewer, what learning and growth opportunities can be provided?

A: Develop and run internal courses on research methods, public speaking, effective communication, basic computer skills, developing a professional appearance, improving respondent cooperation, maintaining a positive outlook, and strengthening persuasion skills.

Also, provide courses on wellness, time management, and other personal well-being topics. Build and maintain a library of books and articles on the industry. Circulate tapes and articles as they come in. Create presentations on how data from their projects have been used. Share letters and comments from clients that are positive or have thanked interviewers. Appoint interviewers to improvement or change committees. Assign interviewers to spirit committees, company functions, such a parties and company picnics.



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- 6. What other types of jobs can a research interview aspire to if he/she decides that he/she no longer wants to interview? How does moving a research interviewer to another job benefit the company?**

A: Interested interviewers could find job opportunities in the clerical, technical, or professional areas. These include support in the sampling department, mail operation, administrative assistant, coding department, CATI, programming, or survey design.

The company will find these employees will skills from having moved-up from the ground floor, are familiar with the company, and have experience.