

CONSUMER INFOTEL: AN EVALUATION

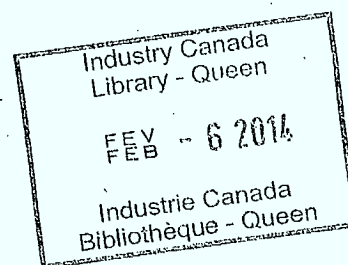
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WAYNE BRIGHTON

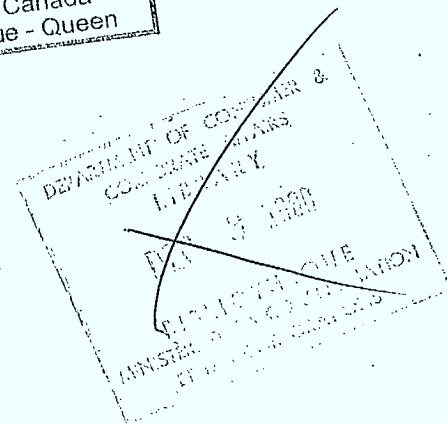
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## CONSUMER INFOTEL: FINAL EVALUATION

### I. INTRODUCTION AND SUMMARY

This paper is a cost-benefit evaluation of Consumer and Corporate Affairs Canada's Consumer Infotel pilot project.

Consumer Infotel was a pilot program consisting of a library of 150 consumer information telephone tapes, each two to three minutes in length, on pre-purchase information. Topics were varied but included food, housing, automobiles, toys, appliances, insurance and many others. This pilot service was accessible by telephone in the Vancouver and Victoria free calling areas.

Infotel was officially introduced in January, 1979 and ran continuously until March 31, 1980. The service, sponsored by Consumer and Corporate Affairs Canada, was provided to the public through a contract for service with the Health Information Telephone Tape Library operated by the Health Education Centres of British Columbia.

This evaluation is based primarily on two sources of information. The first is the on-going statistics recording the volume of incoming calls. The second source is the results of a study conducted by a private research house,<sup>1</sup> the overall purpose of which was to obtain a profile of Consumer Infotel usage. Specific objectives of that study were to determine: the characteristics of Infotel users, their reasons for using the service, and their satisfaction with the service provided.

### SUMMARY

The purpose of this evaluation has been to investigate and draw tentative conclusions about the success of Consumer Infotel based on i) the cost efficiency of this method of transmitting consumer information and, ii) the value of that information as perceived by users of the system.

In general, we found that for the pilot program the direct cost per call was in the 68¢ to 78¢ range. This low cost is in large part due to the use of the facilities of the Health

- 
1. Canadian Facts, Vancouver office.

Education Centres of B.C. which was provided on a contract by that organization. In terms of the value received by consumers it was found that: i) there was a high level of satisfaction with the service; ii) the majority of consumers used Consumer Infotel in conjunction with purchase decisions; and iii) users of the system were widely diverse in their demographic characteristics.

Given these observations we have concluded that the Vancouver and Victoria pilot Infotel program was a success. However, any further extension of the telephone tape concept would have to give serious consideration to ways and means of keeping costs down. In the case of the pilot program, done through a co-operative venture with the Health Education Centres of B.C., it is clear that had Consumer and Corporate Affairs paid all the costs of providing such a service the total cost would have been much higher.

In short, if the department can find ways to achieve comparable cost efficiencies then the concept appears very worthwhile. If cost-sharing arrangements could not be worked out and CCAC had to cover all the costs in establishing such a service then it is not clear that the approach would be worth it. That is, if costs were a lot higher (e.g., three or four times as high) then other ways of distributing information should be investigated.

In the body of this report we will document and discuss our findings in terms of cost-effectiveness and value received. In addition, there is included in the concluding section some observations and recommendations relating to future extension of the concept.

## II. COST-EFFICIENCY OF INFOTEL PROJECT

The first factors examined in evaluating the Consumer Infotel project relate to its cost-efficiency. Included in the following sections are: A) a review of volume of calls received; B) computations of the direct costs per call; C) discussion of the indirect costs and, D) a summary evaluation of the project's efficiency.

### A) Volume of Calls

The data presented here cover the period from inception of the service to March 31, 1980. Table 1 shows the total volume of calls received and a breakdown by city.

TABLE 1

TOTAL VOLUME OF INFOTEL CALLS TO MARCH 31, 1980  
BY CITY

CITY	TOTAL CALLS	% OF CALLS	C.M.A. POPULATION	% OF POPULATION
Vancouver	50,188	83%	1,172,200	84%
Victoria	10,172	17%	218,300	16%
TOTALS	60,360	100%	1,390,500	100%

The table shows that there was a large volume of total calls, exceeding 60,000, and further that the calls were proportionately distributed between Vancouver and Victoria by population.

Table 2 shows the total volume of calls by city broken into two time periods: a) from the launch of the project in November, 1978 to March 31, 1979 and b) for the one-year post-launch period April 1, 1979 to March 31, 1980.

TABLE 2

VOLUME OF CALLS IN EACH CITY BY LAUNCH  
PERIOD AND POST-LAUNCH PERIOD

<u>TIME PERIOD</u>	<u>VANCOUVER</u>	<u>VICTORIA</u>	<u>TOTAL</u>
Launch: Nov/Dec. 78-Mar. 31, 1979	25,679	5,786	31,465
Post Launch: April 1/79-March 31/80	24,509	4,386	28,895
	50,188	10,172	60,360

This table shows clearly that in both Vancouver and Victoria a high proportion of total calls were received during the first few months (over 50% in each city). This finding reflects the extensive launch effort in terms of publicity, etc. that surrounded initiation of the service.

B) Direct Costs

Direct costs include monies paid to the Health Education Centres of B.C. for operation of the telephone tape service and for tape production and maintenance. Also included are other



promotion expenditures. These direct costs are computed here and related to the volume of calls, over the entire span of the project. However, because of the observation above of very high call volume during the launch period, costs are also computed for the period April 1, 1979 to March 31, 1980 to give an idea of the costs of regular operation. Because of the seasonality of call volumes a full year of operation was desired and the April, 1979 to March, 1980 period was the furthest we could get from the launch period activities.

According to the financial data available regarding the contract for service with the Health Education Centres of B.C., total project costs from November, 1979 to March 31, 1980 were approximately \$24,500. Other direct costs include monies paid for advertisements (total \$11,103) and brochures (total \$5,729). Total direct calls for service, advertising and brochures were \$41,332. The total volume of calls between November, 1978 and March 31, 1980 was 60,360. Therefore the cost per call was about .68¢.

For the post-launch period April 1, 1979 to March 31, 1980 direct costs were estimated at a total of about \$22,476. This figure represents the sum of \$14,500 paid under the contract for providing the service during the 12 month period, plus a proportional share of tape production and maintenance costs paid under contract (estimated at \$2,127 or 12/16 of the total of \$2,836). It also includes figures provided by Communication Services Branch on the amount spent on brochures and advertising between April, 1979 and March, 1980. A reprint of 25,000 brochures cost \$1,949 and advertising (mostly in February and March, 1980) cost \$3,900. When the total estimated direct costs of \$22,476 are divided by the total calls received during the twelve month period of 28,895, the cost per call works out to roughly .78¢. This is somewhat higher than the average cost of .68¢ for the whole project but is not unexpected given the high proportion of total calls that came in during the launch period.

### C) Indirect Costs

The above computations include only the out-of-pocket expenditures. Clearly there are a number of administrative and miscellaneous internal costs. These indirect costs could not reasonably be estimated in dollar figures here. Such indirect costs include both headquarters staff time (i.e., planning, start-up, financial administration and other) and district/regional office involvement. For the latter some estimates of time involved were available. These include administration, liaison with the Health Education Centres of B.C., promotion and publicity, and handling telephone queries.



Referring to a memorandum from the regional manager of consumer services for the Pacific region dated October 1, 1979, she indicates that: i) internal administration requires only one or two hours per month and ii) liaison and public relations functions involved only minimal time. Table 3 is based on available data for three selected months showing a summary of call records at the Vancouver office of C.C.A.C. related to Infotel.

TABLE 3

AVERAGE NUMBER OF INFOTEL-RELATED TELEPHONE  
CALLS PER MONTH HANDLED BY C.C.A.C.'S VANCOUVER OFFICE\*

<u>TYPE OF CALL</u>	<u>NUMBER OF CALLS</u>
- Consumers Wanting Infotel Number	6
- Consumers Requesting Infotel Brochure	<u>15</u>
	21
- Consumers Referred to Infotel	9
- Suggestions	1
- Problems	<u>3</u>
	4
	<u>34</u>

\*For three selected months

The table indicates that for every call the regional office was able to refer to Infotel, there were 2.5 additional calls with questions or suggestions about Infotel. The volume of calls involved, however, was quite small.

As the table showed, for the few months where data were available, the average was about 34 calls per month. Of these, 25 calls would not have been received had Infotel not been there and 9 calls were referred to Infotel which otherwise would have required additional time to answer. It is not known how many purchase information queries the office would have received had Infotel not existed. Though this figure is unknown it clearly could represent a saving of office staff time given the large number of calls that were made to Infotel.

Perhaps it is a safe conclusion that Infotel did not represent a heavy burden to the regional office and Infotel may in fact have reduced the workload of the office in lessening the need to provide individual responses to consumers with pre-purchase queries. However, it would be prudent to assume that some element of indirect costs should be allowed for in arriving at an overall cost figure.

#### D) Summary evaluation of cost efficiency

Some general points emerge from our analysis of the available data on costs. The first is that the costs appear relatively low on a per call basis, in the neighbourhood of 68¢ to 78¢. The second is that costs were kept low primarily because of the contract with the Health Education Centres of B.C. to use its facilities. Estimates of costs contained in a memorandum by E. Wiseman of the Department dated April 27, 1979 show that the labour costs alone of Consumer and Corporate Affairs Canada providing the same service would be in excess of one dollar per call and perhaps as high as \$1.60 per call, depending on the assumptions made.

### III. PERCEIVED VALUE OF INFOTEL PROVIDED INFORMATION

The perceived value of Consumer Infotel will be discussed primarily in terms of three criteria. The first is users' level of satisfaction with the service; the second is the use made of Infotel-provided information and the third is the demographic characteristics of users of the Infotel system. Information for this discussion is drawn almost exclusively from the report on a survey of users conducted for CCAC by the Vancouver office of Canadian Facts. Copies of that report were received in February, 1980 and are available on request for those wishing further details.

#### A) Satisfaction with Infotel

The Canadian Facts report contains five different indicators of user satisfaction. Together these five suggest there was a high level of satisfaction with the Infotel system. The five indicators, two of which are general in nature and the other three suggestive, are detailed below.

##### i) Overall quality of presentation

According to the survey results (see Canadian Facts report, page 21) Infotel users were generally satisfied with the quality of the tape presentations. Based on the last one to which they listened, 80% considered the quality very good to excellent. Overall quality includes such dimensions as the information provided, the voice, and the quality of the recording.

##### ii) Criticisms

In general there were a few specific criticisms of the information provided by Infotel. Of the 166

people in the sample roughly 50% could think of no aspects which could be improved or didn't know of any. The other half of the sample did, however, have suggestions for improving the tapes. The most frequently mentioned criticism, (15% of users) was that the information on the tape listened to most recently was presented too quickly. The next most frequent criticism, mentioned by 10% of the sample, was that the last tape listened to should have given more specific suggestions and examples. The third most frequent criticism (7% of users) was that the tape should have rated brands or provided a list of recommended brands. [This last criticism reflects a misunderstanding of the purpose of the tape and as pointed out by Canadian Facts probably results from expectations created by other sources of consumer information (for details see Canadian Facts report, pages 22, 23, and appendix of tables, pages 25 and 26).]

- iii) Attitude to Infotel as reflected in willingness to recommend it to friends

Fully 96% of the sample said they would recommend a friend call Infotel prior to making a purchase (see Canadian Facts detailed tables, page 41).

- iv) Frequency of use/multiple users

As indicated by the Canadian Facts survey, repeat usage of Infotel is common, with 72% of the users having called the service more than once since it was established. Some of the repeat calls were made to re-listen to a tape. But, a comparison of the total call and repeat call distributions shows that 62% of the users have listened to more than one tape (see Canadian Facts report, pages 8, 9 and detailed tables pages 5 and 6).

- v) Relative usefulness of Infotel compared to other sources

Based on their experiences of the last five or six months, Infotel users generally consider consumer columns in newspapers the most helpful source, consumer magazines the second most helpful and Infotel the third most helpful (of six sources). Some 16% of the sample, however, considered Infotel the most useful source. Also, there is a correlation between usage of Infotel and its perceived usefulness relative to other selected information sources. Those who have called Infotel three or more times are more likely to consider it the most useful source

than are those who have called only once or twice. More frequent callers of Infotel rank it equal to consumer columns in newspapers and consumer magazines for usefulness while less frequent callers usually consider consumer columns the most helpful source (see Canadian Facts report pages 25, 26 and 27 and detailed tables pages 44 to 46).

#### B) MAIN REASON FOR CALLING INFOTEL

Data on the main reason for making their most recent call to Consumer Infotel are quite encouraging. Making calls to obtain information prior to purchasing a product or service predominated as the main reason for calling (57%) compared to other reasons such as general interest/curiosity. The main reason for calling did not vary between market segments defined on the basis of frequency of use or age. However, women (63%) were far more likely than men to call for pre-purchase information. Many men called out of curiosity. (see Canadian Facts, pages 14, 15 and detailed tables page 17).

#### C) DEMOGRAPHICS

The sample was drawn during the pre-Christmas period and therefore the characteristics of the sample are not entirely representative of the population of users. Nevertheless, the demographic distribution of the sample in terms of age, sex, education, household size, and household income are shown in Table 4.

It was pointed out in the Canadian Facts report that among users, there was a disproportionately high number of women and individuals 25-34 years of age, possibly reflecting the source of bias in the sample noted above. Nevertheless, in terms of the present evaluation, the above figures show a fairly wide dispersion. In short, Infotel was used by a wide range of people and was not concentrated exclusively among upper income or upper education level persons. In this respect, Infotel was successful in serving people of widely different characteristics.

#### D) Summary Evaluation of Perceived Value of Infotel Information

The survey indicated a high level of satisfaction with Infotel. Thus, the great majority (80%) are satisfied with the quality of the tape presentation and only a minority had specific criticisms. Nearly all would recommend it to friends and the

TABLE 4

DEMOGRAPHIC CHARACTERISTICS OF INFOTEL USERS

<u>CHARACTERISTIC</u>	<u>TOTAL SAMPLE</u>	<u>USED INFOTEL ONCE OR TWICE</u>	<u>USED INFOTEL THREE OR MORE TIMES</u>
<u>SEX:</u>			
Male	28.9%	26.1%	31.1%
Female	71.1%	73.9%	68.9%
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>
<u>AGE:</u>			
Under 25	19.3%	14.8%	24.3%
25-34	45.8%	52.3%	39.2%
35-44	15.7%	17.0%	14.9%
45-54	8.4%	6.8%	8.1%
55+	10.8%	9.1%	13.6%
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>
<u>EDUCATION:</u>			
Gr. 8 or less	3.6%	2.3%	5.4%
Some High School	17.5%	15.9%	18.9%
High School Graduate	31.9%	36.4%	27.0%
Some College, Tech.	20.5%	17.0%	25.7%
Completed College+	25.3%	27.3%	21.6%
Refused	1.2%	1.1%	1.4%
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>
<u>HOUSEHOLD SIZE:</u>			
1	7.2%	4.5%	10.8%
2	25.9%	28.4%	23.0%
3	19.3%	21.6%	17.6%
4	25.9%	29.5%	21.6%
5	13.9%	12.5%	14.9%
6 or more	7.2%	2.2%	12.2%
Refused	0.6%	1.1%	-
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>
<u>HOUSEHOLD INCOME:</u>			
Under \$5,000	1.8%	1.1%	2.7%
\$5,000 - \$9,999	4.8%	3.4%	6.8%
\$10,000 - \$14,999	8.5%	10.2%	6.8%
\$15,000 - \$19,999	8.5%	8.0%	9.5%
\$20,000 - \$24,999	21.1%	23.9%	17.6%
\$25,000 - \$29,999	9.0%	11.4%	6.8%
\$30,000 - \$34,999	6.6%	6.8%	6.8%
\$35,000+	7.2%	8.0%	6.7%
Don't Know/Refused	32.5%	27.2%	35.8%
	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

majority have used more than one tape. Most consider it useful compared to other sources and more frequent users rate its usefulness quite highly.

The majority of users call to obtain pre-purchase information. Also, there is a good dispersion regarding characteristics of users, so that Infotel is not the prerogative of "up-scale" persons over any other single group. In this sense program equity was achieved.

#### IV) CONCLUSION AND RECOMMENDATIONS

##### A) Conclusion

Given the high volume of calls to Infotel, its relative cost-efficiency (68¢-78¢ per call), and the fact that users are in general very satisfied with the service, the return value to the Department of this program appears very high. For these reasons it is felt the pilot program was a success.

If the program is to be extended, the pilot has provided a number of points of information that are relevant to consider in making such plans for expansion. These points, including criticisms and recommendations by users, the patterns of tape topic usage, hours and days of operation and the effectiveness of promotion and publicity, are discussed below under "Observations and Recommendations".

##### B) Observations and Recommendations

As noted in the preceding paragraph, some observations emerged from this evaluation which might be taken into account in the event of a decision to expand the Infotel concept.

##### a) Tape topic popularity

Based on their sample sub-set of purchasers, the Canadian Facts report drew the implication that, in general, consumers are more interested in obtaining information on infrequently purchased items for which quality of operation and durability are major considerations than they are in obtaining information on other products and services (see report, pages 10, 11).

An in-house tabulation of the tape request distribution for all callers up to March 1, 1980 was also performed. The results showed, among other things, a remarkable similarity in the "top 10" tapes for both Vancouver and Victoria. In both cities, nine of the ten were similar. These nine, with the total requests for each, are ranked below.



TABLE 5

MOST REQUESTED TAPES FOR BOTH VANCOUVER  
AND VICTORIA, COMBINED TOTALS\*

<u>RANK</u>	<u>TAPE</u>	<u>TOTAL REQUESTS</u>
1	How to Buy a Used Car	1511
2	How to Shop for a Mortgage	1503
3	How to Buy a House	1495
4	Ten Ways to Get More For Your Food Dollar	1204
5	How to Make Your Money Grow	1148
6	How to Buy a Car	1145
7	How do Some People Live so well on so Little?	1130
8	How to Complain	851
9	Preparing for a New Baby	777
		<u>10,764</u>

\*In Vancouver, "How to Choose a Carpet" (N=678) was among the top ten, for reasons related to publicity as discussed below. In Victoria, "Wills and Estate Planning" (N=153) was among the top ten.

The above figures lead to a few observations. First, of a total of roughly 150 tapes the top ten accounted for about 20% of all requests. Second, the findings partially support the Canadian Facts finding of a concern with infrequently purchased items for which quality and durability are major considerations. In addition, however, there appears to be a generalized concern about money management matters. Third, it is worth noting that the 10 most popular tapes still accounted for only about 20% of all requests. This would indicate that a large number of different tapes were being requested.

Following up on this, the distribution was examined to see which if any of the tapes were being requested only infrequently. As it turned out, two of the tapes (#147, # 149) were not requested at all. Another two tapes (#148, #154) were requested less than 25 times. Nine other tapes (#59, #86, #144, #114, #78, #119, #111, #98 and #152) were requested less than 50 times. To some extent the lack of requests for tapes above #146 may be due to the fact they did not appear on early brochures.

However, it may be worth investigating whether some of these less popular tapes should be deleted or have others substituted for them.

b) criticisms

The criticisms of the tapes made by users and reported by Canadian Facts suggested that the following modifications should be made to all tapes:

- i) Slow the tapes down
- ii) Provide more specific suggestions and examples
- iii) Consider providing brand names (NOTE: This was not considered the mandate of Infotel, but, if it is not done so already, perhaps references to ratings by Consumer Reports and Canadian Consumer and other sources could be included).

c) printed transcripts

Related to the criticism above about the tapes going too fast (to take notes) is that if it were possible to receive a printed transcript of a tape by sending a stamped, self-addressed envelope to the Infotel service, 72% of present users say they would do so. Consideration should be given to making such transcripts available.

d) hours of service

Most people were satisfied with the access to Infotel and appreciated the fact that it was open during evenings and on Sundays (13% made their most recent call on a Sunday). Of the small number who considered the hours inconvenient, five respondents thought it would be better if the service were open on Saturdays. Since this a day when many people go out shopping, the feasibility of Saturday service should be studied. It appears not to be a serious issue however.

e) sponsorship

The Canadian Facts data show that about one-fourth of recent Consumer Infotel users were aware of the Health Information Tape Library. Of those who had heard of the Health Tape Library about half had used it (see page 2, and detailed tapes, pages 47, 48). These findings show that most Infotel users are not Health Tape Library users; they represent a different population. This is encouraging because it shows Infotel users are not simply a "spillover" from the other tape

system. Of course, significant savings were realized by the sharing of facilities, but it does not appear necessary for Infotel to be tied in to a similar tape system in order to be successful. Consideration would have to be given, however, to the introduction the user will hear in any shared system in order to avoid confusion.

f) promotion and publicity

A number of points emerged from the usage data when examined in conjunction with information available about promotion and publicity efforts.

i) impact on general levels of calls given a general mention of Infotel

From notes on file, it was learned that major mentions of Consumer Infotel had appeared in Vancouver newspapers from time to time. Specifically, articles appeared in Vancouver papers in May, August, September, October and December, 1979 and in Victoria in December, 1979. To assess the impact of these articles, the two week totals for the time period during which the articles appeared were compared to the totals for the two week periods before and after that period. An index was constructed whereby the total for the two week period when the article appeared was divided by the average of the totals for the two week periods immediately before and after. As a control, similar tabulations were done for the city in which the article did not appear. The figures are shown in the table below.

In general terms the table shows that newspaper articles have a positive effect on calls as compared to adjacent time periods before and after the article and as compared to the "control" provided by the figures for the city in which the article did not appear during that time period. This is shown too from the above figures when the index averages for the test and control cities are compared. For the test city, the average index score is 128 while for the control city, the average index score was only 104, a clear difference.

Obviously it is worthwhile to encourage the publishing of such articles since they have a positive, significant influence on call volume and do not involve a direct cost.

ii) impact on popularity of a specific tape given its specific mention in an article

Two clear examples of the influence of a specific tape being mentioned in a newspaper article were found. The first was an article on tape C55 "How to Choose a Moving Company" appearing

TABLE 6IMPACT OF NEWSPAPER ARTICLES ON INFOTEL

<u>TIMING OF ARTICLE</u>	<u>VANCOUVER</u>		<u>ADJACENT BEFORE</u>	<u>BI-WEEKS AFTER</u>	<u>VICTORIA</u>		<u>ADJACENT BEFORE</u>	<u>BI-WEEKS AFTER</u>
	<u>BI-WEEKLY TOTAL</u>	<u>INDEX</u>			<u>BI-WEEKLY TOTAL</u>	<u>INDEX</u>		
2nd Half of May (Vancouver)	1470	(114)	1547	1024	171	(83)	229	183
2nd Half of Aug. (Vancouver)	924	(148)	585	661	185	(118)	193	121
2nd Half of Sept. (Vancouver)	959	(143)	661	676	190	(152)	121	129
2nd Half of Oct. (Vancouver)	809	(95)	676	1026	135	(82)	129	199
2nd Half of Dec. (Victoria)	852	(87)	1026	939	245	(140)	199	151
2nd Half of Dec. (Vancouver)	574	(65)	939	823	63	(41)	151	159

in the Vancouver Sun of August 20, 1979. The second was an article on tape C82 "How to Choose a Carpet" appearing in the Vancouver Sun on January 28, 1980. The distribution of requests for these tapes in the two week period during which the tape was mentioned compared to the two week period before and the two subsequent time periods are shown in Table 7.

TABLE 7

<u>TIME PERIOD</u>	<u>NUMBER OF REQUESTS</u>	
	<u>"HOW TO CHOOSE A MOVING COMPANY"</u>	<u>"HOW TO CHOOSE A CARPET"</u>
- Two weeks preceding mention	4	10
- Two weeks when mention made	77	179
- Two weeks following mention	8	61
- Subsequent two week period	5	36

This table shows the rather dramatic and immediate positive effect of such specific mention of a particular tape. That the "carpet" figures dropped off less suddenly than the "moving company" figures may reflect a more widespread usefulness of the former. As above, the figures indicate the benefits of getting Infotel in general, and specific tapes, mentioned in local newspaper articles.

#### iii) mall displays

During the course of the pilot project information on Infotel was provided at two mall displays, in and around Victoria. In terms of their influence on calls to Infotel the results appear ambiguous. In terms of "index scores" as constructed above, the figures showed no effect in one case. This may be because the mall display was outside Victoria and there was no free telephone line (index score was 83). In the other case it appears there was a positive influence (index score of 183 for Victoria compared to the average of the adjacent two week periods).

#### iv) newspaper advertising

It is known that large, quarter-page advertisements were purchased during the launch period, including one that appeared in March, 1979. Subsequently, it appears that a few quite small advertisements were placed in February and March, 1980. The call

volumes and index scores for the second half of March, 1979 advertisement and one appearing in the second half of February, 1980 were calculated. The results show the earlier large advertisement (March, 1979) resulted in an index score of 111 for Vancouver and 183 for Victoria. On the other hand, the index scores for the appearance of the February, 1980 advertisements were only 75 for Vancouver and 95 for Victoria. In short, the latter advertisement appears to have had no positive effect. It must be noted, however, that the later advertisements were quite small and have been described as "bland".

f) field suggestions

During the course of the pilot project, a number of suggestions regarding the implementation and operation of Infotel were recorded on file both by headquarters and regional staff. Some of these points have been addressed in the observations and recommendations made in this evaluation report. Others were casual suggestions based on incomplete data. Nevertheless, it is recommended that these suggestions be culled and their usefulness assessed in relation to implementation and operation in the event of a decision to proceed with the Infotel concept.



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