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Emertec Ltd. launches **INVADE CATI-lite,** delivered as part of the INVADE Predictive Dialing solution, CATI-lite lets researchers set-up and run telephone campaigns directly from the dialer, without using third-party CATI software.

Linda Elisha, CEO of Emertec Ltd. said:
"Most established CATI researchers have already invested heavily in CATI software and the INVADE dialer integrates with most of these packages. However, some companies may only occasionally undertake telephone research projects, and they can't justify that outlay. What they needed was all the control, productivity, reporting and recording facilities afforded by the INVADE dialer, but freedom to use their web surveys as a basis for the interview."

Mark Baker, CTO of INVADE International Ltd. said:
"**INVADE CATI-lite** was developed in response to a recognized need to combine simple CATI functionality like campaign creation, sample loading/management and quota management with our existing INVADE tools that already provide supervisors with insight into campaign and interviewer performance and QC. We've created a stand-alone CATI-lite that doesn't rely on third party CATI software and lets the researcher leverage their existing web surveys; the dialer automatically presents the unique web survey record to the interviewer when connecting them with a respondent. We are bundling this as a standard feature of our Dialer as a Service and hope that it encourages new users to try out telephone research."

About Emertec Ltd. Emertec was established in the UK in 2008 and is committed to supplying technology that drives down the cost of delivering CATI research and makes creative use of voice. It is the provider of the INVADE Predictive Dialing solution (Dialer as a Service) and together with INVADE they support Market Research customers across more than 50 countries. Emertec has just launched the TITAN Remote Workforce Management suite, a product that revolutionizes management of the CATI team and this supports Emertec's mission to make telephone interviewing a more attractive, affordable, and adaptable research tool.

About INVADE International Ltd. For two decades INVADE's Predictive Dialer has been the preferred dialler technology partner of many top tier agencies. Recently it has migrated many of its clients to its cloud offering, Dialer as a Service, and has AWS instances running INVADE DaaS on nearly all continents. It also provides high quality SIP connectivity and International CLI's (DID's) worldwide. INVADE offers integration services through its OpenAPI and they are experts in all things voice.

For more information on INVADE CATI-lite please contact Emertec Ltd:

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