

Confirmit Launches First Fully On-Demand, Multi-Mode Research Platform

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CATI module and wide range of enhancements introduced to proven Confirmit platform

New York, NY and Oslo, Norway - February 3, 2009: Confirmit has launched Confirmit Horizons, the first fully on-demand, multi-mode platform for Market Research, Customer Feedback, and Employee Feedback.

Confirmit Horizons (version 14 of the Confirmit platform) is a Software-as-a-Service (SaaS) solution that enables Market Research organizations to deliver multi-mode research using the Web, telephone interviewing, paper questionnaires, face-to-face interviewing, and offline data collection methods.

Pat Molloy, Chief Strategy Officer at Confirmit, says: "The arrival of this revolutionary platform has created widespread interest across the Market Research industry. It is the first solution of its kind to combine the many benefits of true, multi-mode research with the cost reductions and efficiencies offered by on demand delivery.

"It has solid foundations in over ten years of proven industry experience and technology, being the result of extensive integration between Confirmit and Bellview Fusion. Users can therefore take advantage of a host of new capabilities while relying on the security and reliability of trusted, robust software."

Core to Confirmit Horizons is a new CATI module for telephone research. This has been designed to give respondents more choice when completing surveys, and give supervisors extensive capabilities to manage respondents, interviewers, and calling activity.

A new hosted telephony service is another feature of Confirmit Horizons, providing on-demand telephone interviewing. This delivery model enables faster implementation of CATI functions, and reduces costs since there is no hardware requirement.

This scalable model is ideal for call center operators who need to work to changing levels of interviewing activity. The model allows for rapid expansion to meet peaks in demand and provides support for remote or home workers, which is ideal for distributed or virtual call center operations.

The on-demand telephony function also offers full support for manual, preview, auto, and predictive dialing. This allows call centers to work to full capacity while controlling quality with audio interview recording.

Another core feature of Confirmit Horizons is a new module for reporting and analysis. This enhances reporting productivity and increases opportunities for collaboration. Users are able to aggregate research results from a variety of sources for better analysis, and link these results to other business functions to deliver relevant and accurate insight.

Molloy explains: "Confirmit Horizons answers a real need in the Market Research industry for

multi-channel, or mixed-mode, research solutions. We are delighted to be able to offer the first true end-to-end offering for Market Research projects, catering for every stage of the survey lifecycle through a single platform.”

Confirmit Horizons incorporates extensive developments in all areas of its functionality. These include improved interviewer productivity, customer feedback and alerting through Integrated Voice Response technology (IVR), improved survey authoring, new data processing capabilities, and enhanced panel management.

Further details about the entire Confirmit Horizons platform can be found at www.confirmit-horizons.com

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About Confirmit

Confirmit is the world’s leading SaaS software vendor for Market Research, Customer Feedback and Employee Feedback applications. The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Barcelona, Madrid, Milan, Santiago, Sydney, and Tokyo.

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include British Airways, Countrywide Financial, Dow Chemical, Experian, GlaxoSmithKline, Halifax Bank of Scotland, Hewlett Packard, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, Statoil, Symantec, and Virgin Media.

Please visit www.confirmit.com for more information.