

Nature Publishing Group gives readers a 'voice' with Confirmit

Submitted by: Confirmit Ltd

Wednesday, 27 May 2009

...using customer feedback as part of the evolutionary publishing process...

New York, NY and Oslo, Norway – 27 May, 2009: Nature Publishing Group (NPG), a leading scientific and medical publisher, and a division of Macmillan Publishers Ltd, will use Confirmit Horizons, the on-demand, multi-mode platform for customer feedback, employee feedback and market research, to incorporate 'the voice of the customer' into its planning and development program.

Confirmit Horizons will enable NPG to survey its readers and deploy reader panels for its flagship weekly scientific journal, Nature, and for its popular scholarly website, www.nature.com. It will enable NPG to better understand what its readers and users most value and to use this feedback to enhance the structure and content of Nature and nature.com on an ongoing basis.

Confirmit Horizons will also enable NPG to offer co-branded online surveys to its loyal advertising customers, providing an alternative method of reaching NPG's highly sought -after niche readership.

Dan Penny, Head of Business Development at Nature Publishing Group comments: "Our decision to invest in Confirmit was based on our need to simplify and automate our customer feedback program. We need to be able to ask both new and longstanding, loyal readers what they think over the course of several months, creating mini panels and focus groups to discuss particular issues as required. This is a huge administrative task for which Confirmit is ideally suited."

Gary Schwartz, SVP Marketing, Confirmit, comments: "We're very pleased that Nature Publishing Group has chosen Confirmit as its end-to-end customer feedback solution, given its requirement for a single platform combining panel, surveying and reporting functionality. Its availability as a software as a service (SaaS) solution ensures that it is a highly scalable, cost-effective tool , which will allow NPG to meet its advertisers' and readers' diverse needs."

Penny adds: "Confirmit's offering gives us the ability to run mini panels populated with readers that have expressed some interest in new services, such as access to news and articles from the website via mobile devices. This means that we can take a highly targeted approach to planning and analyse responses in a systematic way, without taking on extra resources to create surveys or collate the findings. Confirmit Reportal's dashboard reporting of the results facilitates sound business decisions based on real customer insight. Confirmit offers a complete solution that allows us to achieve all our customer feedback goals and offer a new service to advertisers at the same time."

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About Nature Publishing Group

Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd, dedicated to serving the academic and professional scientific and medical communities. NPG's flagship title, Nature, was first published in 1869. Other publications include Nature research journals, Nature Reviews and a range of

prestigious academic journals including society-owned publications. NPG also provides news content through Nature News. Scientific career information and free job postings are offered on Naturejobs.

NPG is a global company with principal offices in London, New York and Tokyo and offices in Basingstoke, Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Melbourne, Munich, Paris, San Francisco, Seoul and Washington DC. For more information, please go to www.nature.com.

About Conconfirmit

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

Conconfirmit 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, Credit Suisse, Dow Chemical, Experian, GlaxoSmithKline, Halifax Bank of Scotland, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, Statoil Hydro, Symantec, and Virgin Media.

Visit www.conconfirmit.com for further information.

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