

Confirmit Hosted Telephony to Support Panel Growth at Garcia Research Associates

Submitted by: Confirmit Ltd

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New York, NY and Oslo, Norway – 23 June, 2009: Garcia Research Associates, a leading Hispanic market research firm, has selected Confirmit to support the expansion of the first Spanish-dominant Hispanic market research panel.

Confirmit will provide Garcia Research Associates (GRA) with a fully-hosted, Software-as-a-Service telephony solution that combines CATI (Computer Assisted Telephone Interviewing) with predictive dialing.

Pat Molloy, Chief Strategy Officer at Confirmit, explains: “The use of the integrated Confirmit telephony and dialing solution will enable GRA to recruit new panelists for its Hispanic market research panel faster and more efficiently than can be done at present.

“In addition, because Confirmit will be used as a hosted solution, it will provide significant reductions in terms of in-house support and hardware costs, while also reducing the complexity of GRA’s current solution set.”

The solution will be initially implemented across 30 of the firm’s 125 call center seats. The predictive dialing element, which is provided by Confirmit in partnership with Magnetic North, replaces GRA’s current automatic dialing system. It will enable the firm to increase agent productivity and the quality of telephony operations, while reducing associated calling costs. It will also provide a seamless recruitment method from telephone to online, so panelists can begin taking surveys the moment they hang up.

Roy Eduardo Kokoyachuk, Executive Vice President at Garcia Research Associates, explains the factors in the decision to use Confirmit: “We recently implemented Confirmit for our online data collection and panel management activities. We have been very impressed with the capabilities and reliability of the system, so it was a natural step to add the telephony element from Confirmit.

“The Service Level Agreements that Confirmit and Magnetic North offer gave us extra confidence in the solution, ensuring we have consistent reliability and availability of the software.”

GRA operates two call centers, one in Burbank, California, and one in Tijuana, Mexico. The Confirmit telephony solution will initially be used at the Tijuana call center, where interviewers will call potential panelists, assess their suitability for joining the GRA panel, and then enter new panelists’ data via CATI. The solution will also support GRA’s quantitative offline work.

The expansion of the use of Confirmit across GRA is part of the firm’s move to consolidate its systems, manage costs, and improve efficiencies across the organization.

Based on the success that GRA sees with this initial implementation, it plans to roll out the use of Confirmit’s telephone solution across its entire call center operation to support all data collection

and panel management activities.

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About Confirmit

Confirmit 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. Confirmit's software is also distributed through partner resellers in Barcelona, Kuwait City, 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, 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.confirmit.com for further information.

About Garcia Research Associates

Garcia Research Associates, Inc has expertise and cultural sensitivity in researching the burgeoning Hispanic community as it becomes a pivotal part of the new mainstream. Bilingual and multi-cultural, GRA has extensive experience in both quantitative and qualitative research methodologies. We deal with a variety of topics ranging from advertising and communications to packaged goods to public policy issues. We provide all services for our market research projects on a national basis.

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