Evalueserve Completes 100,000 Market Research Interviews

Contributed by Evalueserve
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New Delhi, India â€“ 01 May 2007: Evalueserve, a global research and analytics company, has announced the completion of 100,000 interviews in its market research division. This is an important milestone for EVS, demonstrating the size and scale of itsâ€™ market research capability.Â

Attained over a short span of five years across 500+ market research engagements, this achievement highlights Evalueserveâ€™s ability to reach out to various stakeholder segments including company executives, fund managers/analysts, physicians, NGOs, regulatory officials, channel partners, and consumers.Â Surveys have been conducted globally, in over 55 languages.Â Â

In conducting these projects, Evalueserve consistently produces high quality results.Â As one client pointed out, â€œ'EVS exceeded my expectations by meeting aggressive timelines for completing a CXO survey. The result was a top flight deliverable that impressed our leadershipâ€•. Another client described Evalueserve as â€œone of the finest professional services organisations I have worked with in my 40 years in businessâ€•.

Evalueserveâ€™s market research division offers end-to-end market research solutions to both large and small/medium companies in the areas of Brand Perception, Customer Satisfaction, Employee Satisfaction, and New Product Development.Â The survey infrastructure is robust, including an advanced CATI implementation, a full suite of analytic tools & skills, and an international analyst team skilled at conducting B2B and B2C surveys across multiple industries.Â Â

EVS Chairman Alok Aggarwal mentioned, â€œWe plan to continue to grow our market research division aggressively â€“ both in terms of headcount and capability.Â Our ability to conduct B2B and B2C surveys in most any language, in any industry segment, around the world - is a true differentiator of EVSâ€•.