1,000 And Counting

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1,000 AND COUNTING!Â

Market research specialists B2B International have welcomed over 1,000 employees during their 10 years!

Peter Mullarkey, operations manager at Bramhall-based B2B International, says â€œweâ€™re delighted to have reached this milestone.Â More than 1,000 people have now worked for B2B since its inception in 1998.Â This includes the consultants in our research team and those working in the telephone interviewing unit.Â There is certainly always lots going on here!â€•

Whilst there is a large proportion of English-speaking interviewers, it is also a very cosmopolitan environment and, at times, the agency can seem like an advert for the United Nations!Â Due to its international client base, B2B employs people of many nationalities and up to 35 languages are spoken at any one time.Â Director and co-founder Nick Hague says â€œthis multi-national aspect is why so many clients commission us.Â We talk to people all over the world, and the differing time zones means the phone unit is often busy 24 hours a day!â€•

With the opening of a Beijing office 18 months ago and a New York branch just opened in June, Peter says constant expansion means B2B is always looking out for additional staff.Â â€œThe B2B phone unit is thriving.Â Work is quite flexible, which suits many people, and also very varied â€“ short interviews, longer in-depth conversations, through to focus groups.Â Weâ€˜re a happy and dedicated teamâ€¦and the provision of a tea trolley also proves highly popular, as well as helping lubricate their voices whilst interviewing!â€•