

DJS Research Ltd Invests In New State Of The Art CATI And Online Software

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UK Market Research agency DJS Research has recently adopted a new platform called "Hyperweb" produced by Omnisys which will manage all of its online and telephone interviewing activities.Â

The full online and CATI version of Hyperweb was launched on the 1st June 2009. The multi-mode version allows DJS Research to conduct both online and CATI interviewing within the same platform.Â

DJS Research decided to implement the Omnisys product because of its functionality (particularly the reporting capabilities) and associated cost savings. Hyperweb will enable DJS Research to efficiently deliver both online and CATI surveys to clients through a single solution, which enables findings to be viewed in real-time " dramatically speeding up analysis and reporting capabilities.Â

Hyperweb operates via the internet using an on-demand service model, which removes the need to install hardware or software internally. It has provided the agency with a cost-effective investment in technology, which will improve its business-to-business and consumer research offer.

Further information can be found at <http://www.djsresearch.com> and <http://www.omnisis.co.uk/>

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