Globalpark Celebrates 10 Years Of Helping Organizations

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Gain Insights That Drive Decision-Making And Bottom-Line Growth

Today Globalpark (www.globalpark.com), a leading provider of panel, community and survey software, celebrates its 10th anniversary in the online feedback management business.

On this day in 1999 Globalpark opened its doors and welcomed first customer, Daimler, who at the time also manufactured trains and airplanes.

Globalpark built the Daimler T Panel, which brought together 35,000 participants to share their opinions and experience with travel, most notably around train seat design.

This project was one of the earliest examples of online collaborative product innovation. Globalpark continues to be at the forefront of online research today.

Yvonne Meissner of Daimler remarked:
â€œWe are very pleased to celebrate this milestone with Globalpark, who continue to be a key partner for Daimler allowing us to involve our customers in product development and innovation.â€•

Globalpark is celebrating its 10th anniversary with a half-day multi-track event in the place where it all started: Cologne, Germany.

Thilo LohmÃ¼ller, Division Manager at GfK will be presenting at the jubilee celebration.
â€œDuring the building of our Textile Online panel, Globalpark impressed us with their comprehensive understanding of our needs, and attention to the small details which make a big difference. I continue to be impressed with Globalparkâ€™s offering, and their commitment to quality and to efficient research."

â€œWe are happy to share this experience with our customers, and thank them for allowing us to be a part of their success. For us, it has always been all about enabling organizations to reach their goals with a high return on investment, and it remains our philosophy todayâ€• said Lorenz GrÃ¤f, Chief Executive Officer at Globalpark.Â

About Globalpark
Globalpark provides panel, community and survey software that enables organizations to manage what matters across the enterprise. By capturing feedback and tracking behavior of customers, employees and partners, they gain insights that drive better business decisions.

By identifying and empowering influential advocates, they build reputation and extend reach.

Founded in 1999, Globalpark software is German-engineered and globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS and Warner Music.

Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria.

For more information, visit www.globalpark.com

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