

Pearson Education and Edexcel Select Globalpark To Build An Online Teacher Community...

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to improve educational-product effectiveness and reach

Globalpark, a leading provider of panel, community and survey software, today announces that the international education media company Pearson is using its software to help drive product development, and track purchasing patterns over time.

Using Globalpark's Enterprise Feedback Suite, Pearson Education and Edexcel have built an online panel community of over 5,500 teachers and education professionals. Â

Participants in the Teacher Panel provide ongoing feedback on Pearson and Edexcel's products, and provide insight about their institution's curriculum development.

By aligning the product development strategy with the needs of its target audience, Pearson Education and Edexcel will continue to develop and deliver the market leading products that meet their needs.

Beatrice Ramelle-Rigollet, Market Research Manager at Edexcel in charge of the project explains the impact of working with Globalpark:

"Globalpark has helped us revolutionize the way we communicate with our customers, allowing us to drive product innovation in collaboration with the teaching community. Working with Globalpark has enabled us to gain regular access to our core customers to carry out highly sophisticated and cost-effective research that drives decision-making at Pearson and Edexcel. Throughout the process, Globalpark's methodological and technical expertise together with their support has been critical to the success of this project."

Â "We're delighted to work on the Teacher Panel with Pearson Education and Edexcel, and proud of our small part in helping improve the education and testing community.Â This is what we strive for with all our clients, and we look forward to continued success," said Alex Wilke, Managing Director of Globalpark UK.

For press inquiries please contact:
 Charlotte Herbert cherbert@greenfieldscommunications.com Tel: +44 (0) 7870 204242

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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