Globalpark Goes Mobile, In More Ways Than One

Contributed by Globalpark
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Globalpark, www.globalpark.com, a leading provider of panel, community and survey software, takes the concept of mobile research beyond pure data capture.

Mobile research has long been heralded as a way to reach otherwise unreachable audiences, with more immediate, in-the-moment feedback.

Now Globalpark has introduced a new feature that allows researchers to activate and monitor survey projects using their mobile phone: EFS Mobile Access - http://www.globalpark.com/product-overview/efs-mobile-extension/file.html

The familiar interface will show research results in progress and display field report details.

Whole projects can be activated and deactivated by a mouse click.

In addition to the reporting application, the EFS platform is accessible by mobile web to send invitations and manipulate quotas.

JÃ¶rg Tschasche, Senior Project Manager at international panel leader Respondi regularly checks on research projects while on-the-go: â€œJust last weekend, I used my iPhone to monitor and manipulate an important project. Globalpark makes it easy to manage my research, no matter where I am or what else Iâ€™m doing.â€•

Globalpark is hosting the second annual Mobile Research Conference on March 8-9th in London with leading figures from the market research industry who will discuss topics focused on leveraging mobile phones for improved research processes and results.

Visit www.mobileresearchconference.com for more details.

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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