eDigitalResearch Starts The New Year With New Team Appointments

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Digital research specialist, eDigitalResearch, continues to strengthen its research offering with key staff promotions and new appointments in order to cope with increased demand for its research services.

With its business growing across sectors including media, utilities, telecommunications, retail, travel and finance, eDigitalResearch has introduced a new associate director position that provides clients with a furtherÂ layer of expertise.

Former retail senior research manager, Steve Brockway has been promoted to associate director â€“ retail , where he will continue to manage and oversee across the retail account base as well as having more input intoÂ the companyâ€™s strategic direction.

eDigitalResearch has also promoted Kat Hounsell to associate director â€“ technology and media, Lloyd Viney to associate director â€“ commercial and Duncan Grist to associate director â€“ technical. Â

Alongside the staff promotions, eDigitalResearch has recently appointed Alex Grist as research manager for the commercial sector.

Alex joins from Screwfix where she wasÂ responsible for multiple channel research, managing website usability and its online research panel. Â

Alex will use this invaluable commercial experience to provide analysis and input to the companyâ€™s growing list of clients in the travel and finance sectors.

The new team appointments come as a result of the continued popularity of the online marketplace and businesses wanting to get smarter in order to capitalise on this.

eDigitalResearch provides integrated research technologies that helps businesses to determine what drives customer satisfaction so that they can implement strategy that will impact on consumer behaviour and their underlying financial performance.

Derek Eccleston, Research Director of eDigitalResearch says:
Â â€œAgainst a backdrop of continuing wage freezes and job cuts, our digital techniques bring distinct cost and speed advantages to our client base and we can continue to expand our business. Current market conditions continue to be tough but thatÂ has only encouraged businesses to get smarter about consumer behaviour and by working closely with them, we can provide informed insight that will underpin future business strategy and growth.â€•

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