RI signs alliance agreement with Bare Associates International

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Research International in the UK and Bare Associates International (BAI) have signed a mutually exclusive Alliance Agreement. The purpose of this agreement is to provide users of Mystery Customer Research with a truly complete global offering in MCR services. â€œResearch International is now the only company able to offer a truly global MCR solution, in terms of global reach and global consistency of measurement, and integrated servicesâ€• says Jane Edwards, Director at Research International in the UK. â€œWe will use the BAI international evaluator database and at the same time offer insights and knowledge through our other market research work across different industry sectors.â€•
Research International and BAI both developed a web-based system for recruitment and data capture right through to final delivery to clients via client portals. Jane Edwards adds, â€œWe believe that through the Research International and BAI Alliance we are able to provide a real-time and cost effective global answer to all of our clientsâ€™ business performance measurement needs. â€œ?