

Ipsos Leads The Way In Client Satisfaction

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Client Satisfaction Survey from MarketResearchCareers.com Names Ipsos as Top Firm in the U.S.

MarketResearchCareers.com, a leading national resource for U.S. based market research professionals, has placed Ipsos at the top of its client satisfaction index.

The website surveyed U.S. based purchasers of market research services and asked them to comment on their satisfaction with their supplier over the past year.

On a list of 40 research service providers, Ipsos came out on top.

“Client commitment is a core value at Ipsos and these results speak volumes of how important client service and satisfaction is to our business and our researchers,” says Jim Smith, CEO and Chairman of Ipsos in North America.

“The market research industry, just like many industries, suffered through a turbulent economy last year but our clients’ mantra at Ipsos has helped us to both weather the storm and deliver results for our clients. I’m very proud of this result and our researchers. And of course, I’m grateful to our clients. Meeting their research needs and business challenges is what energizes and sustains our people. We’re proud to serve them.”

Ipsos’ top ranking in client satisfaction amongst full service market research firms is not the only good news for the global research firm’s U.S. team.

Also making the list at number 11 is OTX, a Los Angeles headquartered global consumer research firm recently acquired by Ipsos.

This was the first time OTX appeared on the annual list, now expanded to include the top 40 research firms for client satisfaction. Ipsos ranked sixth in the previous year’s survey.

Additional information on the survey results including an overall perspective on the market research industry in the United States can be found at www.marketresearchcareers.com.

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