Facts International Extends Research Portfolio With Multi-Mode Platform From Confirmit

Contributed by Facts International
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â€œConfirmit Horizons is the best platform on the marketâ€•

Facts International, one of the UKâ€™s leading market research agencies, and Confirmit, the leading global software provider for Customer Feedback, Employee Feedback and Market Research solutions, today announced that after an extensive evaluation period, they have fully adopted the proven multi-mode software platform, Confirmit Horizons, as part of its continuing commitment to provide highly flexible, cost effective research services to its clients.

Confirmit Horizons offers a number of benefits to Facts Internationalâ€™s clients such as the ability to create multi-mode surveys enabling data collection via multiple channels including the web, telephone and face-to-face.Â Other aspects include the opportunity for respondents to complete questionnaires online if they do not have the time for a telephone interview, or to switch from an online survey (if the client has previously agreed to this) to a telephone interview if they prefer.Â This flexible approach will help boost interview completion rates and improve cost-efficiency overall.

Crispin Beale, Chief Executive of Facts International, commented:
â€œFrom the very beginning of this project we wanted to use Confirmit since we believe that it's the best platform on the market.Â Our clients expect a premium service from us and, by using Confirmit Horizons, we are able to deliver just that.Â Tailored, sophisticated research that delivers high quality data and real insight for our clients is our prime goal.Â Our decision to invest in Confirmit Horizons is based on its ability to provide us with the flexibility, security and stability we were looking for within an easy to use multi-mode platform for UK and global research.Â It provides an extremely sound foundation on which to further grow our business.â€•

â€œWe are confident that, combined with the expansion of our Kent-based telephone call centre - making it one of the largest professional research telephone centres in the UK - we are able to carry out highly targeted business-to-business and consumer research on any scale.Â While the system will provide enhanced web capabilities, it will also prove invaluable with our 3,000 strong field force and 1,000 mystery shoppers,â€• he added.

Confirmit Horizons has also allowed Facts to have greater control over questionnaire development with an online view or test facility for clients during the design phase.Â Sophisticated online analysis and reporting capabilities have enabled clients to view aggregated results online in real-time and offer greater transparency to clients. The commitment to data protection is fully supported by the secure hosting of the Confirmit platform, and the softwareâ€™s extensive range of security measures covering all aspects of the research process.

Pat Molloy, Chief Strategy Officer at Confirmit, commented:
â€œWe are delighted to be working with Facts International as part of its programme of continuous improvement and share its commitment to service excellence.Â Confirmit Horizons is one of the leading multi-mode technologies in the world with an impressive list of agencies and companies already using the system. Â

â€œMulti-mode research methodologies and real-time reporting is becoming increasingly important to our clients and the industry in general.Â We are confident that, with our record for exceeding our uptime guarantee of 99.7%, we will be able to provide Facts International with the robustness and security the company requires to offer a consistently reliable service in the long term.â€•

About Facts International
For more information, please visit www.facts.uk.com

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