Fieldwork UK Becomes ICM Direct

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Fieldwork UK, the face to face research specialist, has joined sister company ICM Direct to further strengthen its data collection offering to clients.

Formed in 2000, Fieldwork UK provides domestic and international qualitative and quantitative face to face and field and tab services.

Fieldwork UK became a member of the ICM Group of companies in 2008. Since then the company has worked closely with ICM Direct, building the CAPI and CAWI offerings alongside other methodologies. The team is well known for its high quality recruitment, product testing and random location quantitative work.

Field Director Rebekah Joseph commented,
â€œThe name change signifies how closely we work together and how we can combine the best of face to face with the capabilities of ICM Direct to give clients the best solution.â€•

Neil Sykes, Operations Director, added,
â€œAs clients demand ever-more creative fieldwork solutions, bringing Fieldwork UK closer to the ICM Direct online and telephone operations means we can give our clients the best possible service.â€•

About ICM
For more information please visit www.icm-direct.com

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