ICM Direct Expands Bedford Call Centre

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ICM Direct has expanded its Bedford Call Centre by 20% to cope with increased client demand for fieldwork services. The companyÂ Â now boasts a Call Centre with 120 state-of-the-art fully web enabled stations. In addition to boosting capacity, ICM Direct has addedÂ Â new B2B research expertise to meet demand from sectors including Government, telecoms, retail, financial, education, health,Â automobile, IT, sports and media.

The breadth of research carried out within ICM Directâ€™s Bedford Call Centre has increased significantly within the past year and the team now regularly carries out a wide range of briefs including customer satisfaction, trackers and new product development research for a host of B2B and B2C clients.

In response to the growing popularity of online brand communities, ICM Direct has also established dedicated panel/community moderation stations. Many of ICM Directâ€™s clients draw on the teamâ€™s multi-lingual capabilities, which include French, German, Spanish, Swedish, Danish, Hungarian, Norwegian, Finnish, Czech, Polish, Portuguese and Dutch, ensuring ICM Directâ€™s offering is truly international.

Commenting on the expansion, Neil Sykes, Operations Director, ICM Direct, said: â€œWe are thrilled to be expanding our operations, especially in todayâ€™s harsh economic environment. Last year we saw a very significant rise in demand for our services as clients looked to well-established, full service providers to fulfill their fieldwork services. Over the years we have built a very solid reputation for quality fieldwork and we are now reaping the rewards of the investments we have made both in people and state-of-the-art technology. With this expansion we are continuing to invest in our business to sustain the high standards that clients know we deliver, and to boost our capacity so that we can continue to offer our services to an increasingly large and diverse client base.â€•

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