MARSC Limited Releases New Version of MARSC

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Surrey, UK â€“ June 24th, 2013:Â MARSC Limited, specialists in community and panel management market research, are proud to announce the release date for MARSC solution.Â The latest version of the software includes the following new tools:

â€¢Â Â Â Â Â Â Â Â Â Â Â MARSC Community - a panellists' interface built into a fully featured Content Management System (which has the following benefits: oÂ Â Â Â Â Â Â Â Â Â Completely customisable to your needs oÂ Â Â Â Â Â Â Â Â Â Recruit a w audience oÂ Â Â Â Â Â Â Â Â Â Scalable community size suitable for small community panels as well as large enterprise panels oÂ Â Â Â Â Â Â Â Â Â Higher response rates, faster results, deeper insights oÂ Â Â Â Â Â Â Â Â Â Direct engagement with your cu Multi-site management and multi-lingual content options oÂ Â Â Â Â Â Â Â Â Â Social media and community toolsÂ â€¢Â Â Â Â Â monitor panel health more effectively. Using the new panel manager module you can drill down into your panellist information to quickly and easily identify (and target) low responders and speeders. â€¢Â Â Â Â Â Â Â Â Â Â Â For the first time search for potential duplicate panel members using our fuzzy match filtering system. In addition to this you can email your panellists on a group or individual basis. â€¢Â Â Â Â Â Â Â Â Â Â Â Send out emailingâ€™s and newsletters to any group

Julian Simpson, Managing Director of MARSC says â€œThis latest development of MARSC has built on our existing reputation for a sophisticated sampling solution and added outstanding new panel management tools. Once again this latest release reflects MARSC's commitment to listen to our users and to implement new features based on their, and the market's needs". With these new features, MARSC offers an extremely innovative and competitive solution for community and panel management. Email sales@marsc.com to book your free demonstration.