Toluna Launches Self-Serve Solution – SampleXpress™

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Toluna, a leading online research respondent and technology provider, has recently announced the launch of SampleXpressâ„¢, a self-serve sampling platform that enables clients to choose survey respondents, assess feasibility, price, launch, and manage projects around the clock from the comfort of their office or home.

This revolutionary, new platform includes an application programming interface for clients who would like to request a sample from within their own supply-chain systems, further automating the project field and management process. SampleXpress users can add, subtract, or otherwise modify sample sources, including those of third-party suppliers, in real-time while projects are in the field. â€œThe launch of SampleXpress demonstrates Tolunaâ€™s on-going commitment to empower the market research industry with technology-driven solutions that reduce cycle time, cost, and accelerate the delivery of valuable insights,â€• says Frederic Petit, CEO. â€œIt represents a remarkably important milestone both for Toluna and the entire market research industry.â€• â€œIntuitive and easy-to-use, SampleXpress is ideal for projects that range in scope from a simple, single country one to a multi-country, multi-language survey involving thousands of respondents with uncommon characteristics,â€• says Carol Haney, SVP Product Marketing. â€œIt offers our clients the features and associated benefits they have requested: theyâ€™ve told us that SampleXpress is giving them the power to make better, more informed sampling decisions while also gaining tremendous efficiencies.â€• Toluna will debut SampleXpress in conjunction with the ESOMAR Congress on 22nd September 2013.For more information regarding this article please visit www.toluna-group.comFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group Â