SSI Launches ‘B2B inSSItes’

Contributed by SSI
Monday, 27 January 2014

SSI recently announced the launch of a new business sample source for researchers. SSI B2B inSSItesTM sample highlights include:

â€¢ Respondents from SSIâ€™s millions of proprietary panellists and a growing portfolio of blue-chip partnerships via SSIâ€™s award-winning partnership program; â€¢ Precisely segments respondentsâ€™ demographic, geographic and professional data; â€¢ Is the first business-to-business sample to combine live telephone interviewing with LinkedInÂ® data and other proprietary procedures for respondent verification; â€¢ Delivers even rarer targets by combining SSIâ€™s online and live telephone business sample reach. â€œSSI has reinvented the way business people are recruited to give their opinions, and how they are managed, verified and rewarded,â€• said Bob Fawson, SSI chief access, supply and engagement officer. â€œTop brand loyalty managers have chosen to join our partnership program because we offer their members a new and different membership benefit, and a better survey-taking experience than older models. Partner enthusiasm for SSIâ€™s innovative approach has enabled us to build a large, high quality, and robust sample.â€• One of the clients to have used the new B2B sample on several recent projects is Brian Aden, Manager Market Insights at the management consulting firm L.E.K. Consulting who commented, â€œWe are very pleased to have this new source available when we need business opinions. SSI doesnâ€™t overpromise â€“ they give us reliable business respondents, on time and profiled to match our specifications. Weâ€™re delighted with the results so far.â€• Several blue-chip brands have already signed up to recruit their members to SSI B2B inSSItes and a number of partnership announcements will be made during 2014. SSI recognizes the need to engage research participants more fully and protect our industryâ€™s most valuable asset. This approach aligns perfectly with loyalty managersâ€™ mandate to promote and increase member engagement. As a result, SSI has found a very receptive audience among loyalty managers and SSIâ€™s program recently won first place for the program judged to have the best revenue potential by senior loyalty managers in the Lionsâ€™ Den contest at the Ai Mega Loyalty Conference in November 2013. SSI provides B2B inSSItes respondents with relevant surveys and rewards them with airline miles, AmazonÂ® or iTunesÂ® gift cards, information and other options meaningful to business professionals. SSIâ€™s new approach to partnerships enhances member loyalty and survey engagement, which in turn drives higher quality research results. â€œThe combination of partnerships plus SSIâ€™s large, robust proprietary panels creates a diverse business sample, comprised of engaged research participants, providing reliable data,â€• said Fawson.For more information please visit: www.surveysampling.com | @SSITweets Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group