Focus Pointe Global Launches Mobile-Friendly Respondent Website

Contributed by Focus Pointe Global
Wednesday, 23 April 2014

The new focusgroup.com has been designed to provide the ultimate user-friendly experience with improved navigation and functionality throughout, allowing users to access available research opportunities on the go.

Now accessible from any web-enabled device, the site connects consumers, wherever they may be, with opportunities to earn extra money by participating in a wide range of paid research studies taking place in their local city or nationally online. Opportunities for participation include focus groups, online communities, webcam interviews, mystery shopping, telephone interviews, and online surveys. In addition to improving the siteâ€™s look and feel, FPG has made improvements in infrastructure hardware as well as utilizing cloud-based website accelerators to provide users with speed and security. And, perhaps most importantly, a redesigned and highly secure login interface provides peace-of-mind for consumers concerned about their personal information. Â â€œWith close to a million visitors accessing the site on a monthly basis, and a third of those coming to us on a hand-held device, the need for a mobile friendly experience was clear. Our panel members can now access research screeners with a simple click on a home page location tile, a Twitter feed, or on an Available Studies dropdown menu. We are already seeing our registration numbers climb,â€• said Charlotte Daley, Director of Marketing. â€œWith last yearâ€™s acquisition of marketing research company, Delve, Focus Pointe Global has not only increased its geographic footprint to 18 locations, it has increased bothÂ its client base and with that, the need for fresh participants. With the new mobile-friendly site, we can provide an easy registration and login process for people desiring to participate in our studies no matter where they are,â€• said Laura Livers, FPGâ€™s President. The launch of the mobile-friendly focugroup.com occurs in conjunction with the rebranding and restructuring of Focus Pointe Globalâ€™s online research division, Focus Pointe Online, and FPGâ€™s newly implemented proprietary survey software platform, FPG QualSurveyâ„¢.Â For more information please visit: www.focuspointeglobal.com | @FocusPointeGLB