

Facts International celebrates 30 years of innovation in telephone research with top industry award

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The unsung heroes of market research gathered together at a gala event in London on Thursday 17th September 2015 to celebrate the hard work, dedication and ingenuity of those on the front line of field research.

Following on from winning the MRS Best Field Force 2014 at the inaugural MRS Operational Awards, Facts International was shortlisted for three Market Research Society (MRS) Operational Awards. On the night Facts International accepted the MRS Operational Award for Best Data Collection (Telephone) 2015 to rapturous applause from clients and agencies alike, demonstrating continued excellence in traditional telephone interviewing with highly motivated staff, many of whom are B2B and hard to reach specialists.

Key to winning the award was Facts International's unique telephone interviewing tool PowerProbe, about which the judges said "Using an innovative in-house technical solution to guide interviewer probing, Facts International demonstrated how their highly-trained interviewers are able to gather more relevant and insightful verbatim. The approach allows a more conversational and rewarding participant/interviewer interface, whilst enabling quantifiable analysis of the qualitative trends. Great staff and client testimonials reflect how both benefit from the flexibility and value this provides in addressing the key topics important to each individual participant."

Managing Director Emily Kettle said of the prestigious win "I couldn't be more proud of everyone involved in the operation of the telephone centre. For thirty years it has been our flagship service, employing local people who work tirelessly and professionally as brand ambassadors for our clients. I personally started my career as an interviewer in the telephone centre, so I am especially thrilled that they have received the recognition they so richly deserve."