

Voxpopme Wins Accenture Consumer Innovation Award

Contributed by Voxpopme
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Video research technology company Voxpopme has been recognised as leading the way in millennial engagement, winning the category “Get ME What I Want, When and Where I Want It”™ at the Millennial 20/20 summit in London today. A

The prestigious awards recognise and reward companies that enhance customer experience and personalisation, increase sales revenue, improve product sourcing and delivery, and enable a more digital workforce.

Voxpopme stood out amongst the crowd and was invited to CNBC studios, along with 12 other finalists, to present an overview of the business to an exclusive panel of judges including representatives from Argos, Balderton Capital, Dixons Carphone, Sainsbury’s, Specsavers and Fjord, as well as Design and Innovation specialists from Accenture Interactive.

In addition to receiving their award, Voxpopme will access advice and consultation from a team of experts at Accenture, as well as securing a three month showcase spot in Accenture’s Innovation Hub.

CEO & Founder Dave Carruthers commented: “It’s fantastic to be acknowledged as one of the companies leading the way in changing and improving the way people engage with brands. Voxpopme’s video feedback technology is built to give consumers a real voice in the boardroom, and this kind of recognition highlights the huge strides we have taken to change the consumer-brand relationship. Being part of Accenture’s Innovation Hub is a huge opportunity and will open many more doors in what is shaping up to be a huge year for the company.”