

Press Release: for immediate release

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Research Reporter goes multilingual

London UK: Research Reporter, the award-winning platform for managing client-side market research, now includes the ability to classify, search and display information in any language.

The development comes in response to requests from Research Reporter's growing global client base. "Many global research teams are now attempting to leverage their size to save costs", said Daryl Maloney McCall, co-founder of Research Reporter. "These larger organisations have the most to gain from sharing knowledge and best practices, but if the local research teams are not engaged, these knowledge-sharing initiatives are likely to fail. The new multi-lingual capabilities in Research Reporter allow global corporations to have one system that can be localised to each of the markets in which they operate, increasing the level of engagement and satisfaction with local research teams and their internal clients

About Research Reporter

Research Reporter is a web-based platform for managing client-side market research. First released in 2001, Research Reporter is now used by more than 40 major corporations. Global clients include Coca Cola, Chase Bank, Dell Computers, HSBC, Kodak, Moet Hennessy, Nestle, Reckitt Benckiser, Wrigley and Zurich Insurance.

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