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20|20 RESEARCH UPDATES PLATFORMS WITH NEXT GEN TECHNOLOGIES

*Firm continues to lead marketplace with bleeding edge innovations
that help researchers do better research*

NASHVILLE, Tenn. (June 3, 2015) -- With one eye to the market and one eye to its customers, global research technology and service company [20|20 Research](#) today announced a series of updates to a number of its well-known and much-used research platforms.

"Our goal is to continually harness the latest technologies to ensure researchers and marketers are able to make better, faster, more strategic decisions regarding their products, services or clients," said [Jim Bryson, CEO, 20|20 Research](#). "This series of next generation technologies -- along with our continued passion for strong customer service -- will help us build on the tools we already have in place to deliver a satisfying and rewarding research experience."

The company recently embarked on a series of innovation webinars to highlight the new features and how they will benefit market research agencies.

20|20 began the move with an entirely updated **QualBoard®** system and new interface. The company's core "Bulletin Board" technology product, QualBoard®, now provides automated participation reports, several new ground-up mobile apps for iOS and Android (with plans to launch Apple Watch capabilities soon), new segmentation capabilities that can isolate select groups of respondents for fresh new study designs, a richer dashboard to better gauge progress and completion, and new support options, including a contemporary chat interface for 24/7 tech support and remote screen sharing.

Helping you do better research.

Two major new capabilities for **QualMeeting™**, the company's platform that uses webcam technology and streaming video to provide real-time “face-to-face” research, have been launched. Their Virtual Lobby process has been extended with a single URL for clients and moderators, making moving participants to the right event virtually seamless. Additionally, an online video portal has been added allowing researchers to view project recordings, download high-quality original video or order transcriptions directly from the researcher's own portal.

The company's newest product, **Quant+Qual™**, has now been integrated into 20|20's offerings. Uniting quantitative and qualitative research into one seamless study, the service dramatically increases the speed of research, intensifies cost efficiencies and provides far richer insights from quant studies. It provides survey programming and hosting, sampling and data collection, can handle samplings of up to 500 individuals and is able to tap into 20|20's panel of more than a half-million people nationwide.

QuickQual™, 20|20's technology-assisted recruiting tool, now provides a process that quickly over-recruits for all quotas to allow researchers to choose which respondents they want to fully recruit. This new iteration gives researchers more choices and complete transparency to the recruiting process.

Finally, the company now offers **online dial testing** using the firm's nationwide panel, eliminating the need for expensive equipment and facility costs. With the dial testing integrated into the QualBoard® and QualMeeting™ platforms, researchers can do this easier and faster than traditional dial testing projects that are conducted in person.

"These technology enhancements will make the research process even more effective for researchers, helping them provide far more insightful guidance to their clients," Bryson said. "And that's what we're all about: helping researchers and marketers do better research."

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About 20|20 Research

20|20 Research is a global leader in the development, support and service of online qualitative market research... and the software and technology that sustains it. Founded in 1986, the company works with market research and advertising firms around the world, with projects in more than 122 countries and 30+ languages. The past three years it has been named one of the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the market research industry. The firm's operations are headquartered in Nashville and the company additionally maintains traditional focus group facilities in Nashville, Charlotte and Miami and a European office in London, England.

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