



Research.bm 5th Anniversary Group Photo

**April 17<sup>th</sup>, 2007**

Research.bm, Bermuda's only market research specialist, is celebrating its fifth birthday this week, and what better way of celebrating than by bringing together a group of people, some of whom have never met each other before, who have helped make the company the island's leading research organization.

Research.bm is the only market research company which operates a local call centre and offers its clients experienced Bermudians interviewers to conduct telephone polling, mail surveys, intercept studies, mystery shopping and internet polls. In its five years of operation the centre has grown from a base of one employee to forty and the company has recently taken on additional space at its offices in the newly-completed Sterling House on Wesley Street, Hamilton.

The decision to start a local call centre was a brave one, but one that Nosheen Syed, CEO of the company felt was important in a place as unique as Bermuda. "It may be considered a small island and per population, it is compared to the other markets I had previously worked in, such as North America, the EU, Asia and South America. However, when you look at the different forces at work, both on the surface and

underlying every day life, it doesn't take long to grasp the Island's complexity and it was clear that no one could interview a Bermudian like a Bermudian."

Whilst other companies have opted to outsource the call centre component of their business to Canada with its cheaper overheads, Research.bm began the process of training Bermudians as interviewers and now has a pool of 40 qualified telephone interviewers who are overseen by a Team Supervisor. Many are professionals who work in other jobs during the day but enjoy the flexibility this work offers by being able to work in the evenings and at weekends.

Office manager, wife, mother and grandmother Arlene Simmons jokes that she is 'always working'. But she says it is the friendly staff at Research.bm and the interaction with a wide variety of personalities over the phone that makes her part-time job so enjoyable. Meanwhile a younger member of the team, Anton Gilbert is a Police Cadet who hopes to spend some time on the Police Service before realizing his goal of becoming an actuary. He believes that his work at Research.bm has enabled him to grow and develop his interpersonal skills.

Other members of the call centre staff are working in a different marketing discipline and see their involvement with Research.bm as valuable hands-on experience. "I was curious about market research", said Yvonne Decoute, who works for an advertising agency, "and I really appreciate the unique insights the team here brings to each project. I think this can only benefit me in the future."

As for the next five years Field Manager Tina Lima sees the company going from strength to strength. "We have built up a reputation with our clients as a company that delivers valuable and insightful work and we are a great group of dedicated and professional people. We've made a good start".

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