

New software strengthens Userneeds and clients

Innovation is imperative in order to follow the development and the continuous demand for big data. As a market research company, Userneeds is naturally conscious and pro active in this regard.

That's why Userneeds is now implementing a new software from Confirmit. This will make our products and services more responsive and flexible, not to mention that our results will go deeper and be more insightful than ever before. In short, Userneeds will be even better for clients and members.

Confirmit has made strides in the highly competitive analysis market since starting in 1996 in Norway. And there's another common understanding: Surveys are more than data. They are about creating trust, getting close to the client – and close to target groups.

“Confirmit is not a software provider to us; this is a strategic partnership that opens a whole new array of possibilities for us. This is an efficient platform that enables us to develop new products, creating better enrichment of data, even better reporting and ways of getting new insights. This is the way ahead for us because Confirmit provides the structure and process for growth. Our prequalification process was extensive, and I'm satisfied that we chose wisely when going with Confirmit”, says Johnny Jensen, the CEO of Userneeds with conviction.

Userneeds not only wants to show clients the bigger picture. We want to show all the important details too.

Taking every single input into account and into context. That's among the many things Userneeds is getting even better at doing. This way everyone gains new knowledge.

“No one can predict the future, but we're all stronger with Confirmit, because this platform is in line with our strategic initiatives. This also means that we're going to have an even bigger product portfolio to offer. Products that support our clients in shifting and unknown markets”, concludes Johnny Jensen.

Any survey must lead to new insights or calls to action, otherwise it's not really helping anyone. Userneeds is not just getting more power under the hood through these new tools – we're forging a better road to getting results and more.

Because people are more than data.

