

Spring is here again

TREES HAVE blossomed, daffodils are blooming and the days are getting longer. **BIG** too is raising its profile with the introduction of a number of initiatives in the coming months. Read on.

There is just over a month to go before the BIG Conference in May. We have a broad offering at conference this year in Chepstow, including both formal and interactive sessions as well as the opportunity to network with your peers. This is the only conference totally focused on B2B issues and it aims to keep delegates up-to-date with new thinking and ways of obtaining research data. If you haven't booked yet this should be your top priority. Bookings have been coming in steadily – since January and there are rooms available at present but don't leave it until the very last minute as you could be unlucky!

The weekend for two in Prague, sponsored by MRDC, is still up for grabs for those who enjoy solving puzzles so take time out to enter the competition.

Pene Healey Editor

MRS BIG Award – Business Research Award

THIS YEAR BIG HAVE decided to sponsor an award in conjunction with the MRS, to be presented at the MRS awards dinner.

BIG is passionate about promoting the expertise and value of business research and researchers, and having a forum for publicly recognising excellence in this area seems an ideal way of raising the profile of B2B researchers – the move also supports the MRS's broader excellence and effectiveness agenda.

The Business Research Award is designed to recognise outstanding research specifically in the business-to-business arena. Papers can be drawn from a variety of sources, e.g. (but not exclusively);

- > BIG or MRS conference, or other relevant conferences
- > Paper in a journal
- > Forum or other seminar presentations
- > Or simply a new/unpublished piece of work

If you want to enter we will need the paper/ synopsis with relevant supporting documentation. Anyone presenting at BIG conference, BIG Forum or the MRS conference will automatically be entered for the award.

Awards will be judged on the quality of the research, the research 'vision'

(methodological or interpretative) or its effectiveness/ application.

The papers can be either qualitative or quantitative (or both) and can be stand alone B2B projects or part of a larger B2B project – however the award will be judged on purely the B2B element. Papers will be judged on the quality and effectiveness of the project – irrespective of size or client – and can be submitted by researcher or client (or both!)

This is your opportunity to show your FHCG colleagues what you can do! Please get your submissions to **Sue Trenhaile** at the MRS by the 18th May – and if you see a paper and want to recommend it for inclusion, let her know.

sue.trenhaile@mrs.org.uk

BIG AGM

THE BIG AGM WILL be held in conjunction with Forum on the 12th April.

We promise not to encroach on **Caroline Plumb's** talk on off-shore call centres, which commences at 6.30pm (see more on page 6), but it is important that we let you know what we have been up to and what our plans are for the coming year. All the committee members will be

Getting to ORC International
Angel Corner House
1 Islington High Street
London N1 9AH

present to answer your questions and listen to your suggestions – there will also be party food and drinks. The AGM commences at 5.30pm for 6.00pm and we hope that you will come along and give your support. If you are planning to attend the AGM, could you please let **Sonya Graneek** know. sgraneek@nopworld.com

Look forward to seeing you there.

Claire Labrum BIG Chair



Angel Underground Station
[Northern Line] 2 minutes walk

Highbury & Islington Station
[British Rail & Victoria Line] 15 minutes walk

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Diary Dates

BIG AGM ORC, Islington
5.30pm, 12th April

followed by

BIG Forum meeting
Outsourcing Offshore
ORC, Islington
6.00pm, 12th April

AQR/QRCA
International Conference
Dublin, Irish Republic
17th-19th April

BIG Annual Conference
Chepstow, Wales
11th-13th May

BIG Forum meeting
Is b2b research special?
ORC, Islington
6.00pm, 7th June

BIG Times

BIG times is published four times a year (October, January, April & July).
Copy date: Editorial and advertising copy by 14th of preceding month.

Advertisement Rates

All advertisements are printed in full colour: Full page £300, Half Page £200, Quarter Page £120. Discount of 20% for booking run of 4.

Contact Pene Healey for further information. All comments, suggestions and articles should also be addressed to the Editor –

Pene Healey

020 8864 1834

pene@clara.co.uk

Pay a visit to the BIG website

www.b2bresearch.org

Finish what you start

WE COULD ALL USE more calm in our lives. By following the simple advice below you too could achieve inner peace.

Dr Phil "The way to achieve inner peace is to finish all the things you've started"

Anon "So I looked round my house to see all the things I started and hadn't finished. Before leaving the

house this morning I finished off a bottle of Merlot, a bottle of white Zinfandel, a bottle of Bailey's, a bottle of Kahlua, a packet of Oreos, the remainder of both Prozac and Valium prescriptions, the rest of the cheesecake, some saltines and a box of chocolates ...

... You have no idea how xxxxxxx good I feel."

Please pass this on to those you feel are in need of inner peace!

Stress Management

Picture yourself near a stream

Birds are singing in the cool, crisp, mountain air

Nothing can bother you here

No-one knows this secret place

You are in total seclusion from that place called "the world"

The water is clear

You can easily make out the face of the person you are holding under water.

Contribute an article

DO THINK ABOUT contributing an article in BIG Times.

If there is a burning issue that you want to publicise, or feedback views that you don't believe are well enough represented, or feel

strongly about an article that you have read, please do respond.

Without members' input we don't know how readers feel about the Business Intelligence Group offering or what they think it should be providing to improve the profile of our industry.

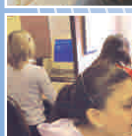
BIG

conference 2005

THE NEW B2B: A Widening Horizon" is the title of this year's 2005 BIG Conference which will take place in just a month's time. The dates this year are slightly earlier than last – Wednesday 11th May to Friday 13th May.

Numbers of delegates to the Conference are ahead this year, with significantly more people booking. This is good news as this year a particularly good programme has been arranged, with papers and training sessions broaching many subjects new to the B2B agenda.

Many people are attracted to the Conference because of the Thursday afternoon workshops, providing a good opportunity to both learn and participate more actively in the subject under debate. This year there are three workshops from which to choose; one is with **Jill Hassan** [pictured] and **Tony Price** of PriceWaterhouse-Coopers tackling a particularly topical (and little discussed) issue "How to eliminate the risk involved in conducting market research".



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Have you booked yet?

The two other workshop leaders are **Dr. David Smith** of Incepta Marketing Intelligence introducing the subject of "How to analyse and present B2B research findings" and **Neil McPhee** of Nuance Research and **Rosie Hayes** of Allianz Cornhill who will be inviting active discussion on that perennial issue but one which is particularly pertinent to the B2B client and researcher "Quallies and Quanties: can they live under one roof?"

Normally everyone attending the conference goes to one of the workshops and enjoys them as much as the follow on (a tennis tournament after we are all "talked out" for those who want to wield a racket, followed by drinks and the formal dinner...). One of the highpoints of the evening is the Raffle in aid of the Market Research Benevolent Association – to help raise a good amount again this year, do let us know if you are able to donate a prize on email: info@bigconference.org. Thank you.

Generous sponsors from across the industry ensure that the Conference will be memorable in more ways than one. But the main point of the meeting is to provide a focal point for those working in business to business, both in the UK and abroad. There are a number of papers this year from those in the US and elsewhere in Europe and a strong theme in terms of the opening up of our world with increasing numbers

of B2B internet panels, off-shoring and other trends encouraging research in emerging markets and across wider sectors. There will be "old" speakers who always have something new to say such as **Ray Poynter** and **Howard Moskowitz** and newer speakers such as **Cathy Bickham** of BT, **Mike Taylor** of Evalueserve, **Andy Lack** of Jigsaw, **David Jackson** of ClickTools, **Richard Thornton** of Ciao, **Sarah Stannard** of IBM and **Shiona Davies** of Continental Research, and many others.

The Conference will end on the Friday afternoon with a half fun, half serious session given by **Cliff Bashforth**, Director of Training for Color Me Beautiful, Europe talking to us about the role image plays in achieving professional and personal goals. So, a Conference that will be intense, informative, controversial, entertaining and widening. Do come and join us at the Marriott St. Pierre Chepstow in May.

For more information, contact **Pene Healey**, BIG Conference Chair tel/fax +44 (0)20 8864 1834 email info@bigconference.org

Ruth McNeil
Response Consulting Ltd.

Up-to-date details on the Conference are also available on the BIG Conference website www.bigconference.org



A new agenda for research

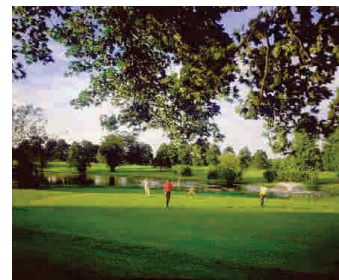
LUCIAN CAMP WILL set the scene on Thursday morning this year with his keynote speech entitled 'Building the b2b brand – a new agenda for research'.



We are pleased to welcome Lucian [pictured], who is a noted speaker on advertising and the financial sector and chairman of cchm:ping. He will be talking in particular about the interface between advertising and marketing and how these have helped contribute to the turning of b2b "products" into "brands".

Golf

On Wednesday afternoon (tee off at 1.00pm) you can take advantage of discounted green fees to play golf on the championship course. If interested in arranging a four contact **Laurence Curtis** on 020 7923 6122 or email: laurence.curtis@synovate.com



Tennis

The legendary tennis tournament will be held on Thursday afternoon, running from 5.15pm - 7.00pm and all standards of play are welcome. We normally play 3-4 rounds (best of 7 games) and change partners and opponents each round to give everyone an equal chance. Just remember to bring your racquet and shoes.

Sponsorship at Conference

There are still some opportunities for sponsoring an item in the delegate bag or one of the many social events at Conference. If you are interested you should contact **Kathy Hurst** on: 020 7749 0000 or email: kathy.hurst@the-wire.co.uk

MRBA Raffle

Donations for the Market Research Benevolent Association raffle held at the Conference Dinner on 12th may are sought. Any item, however small, are gratefully accepted (wine, champagne, chocolates, DVDs, videos, cuddly toys, umbrellas etc). All proceeds go to the MRBA which exists to offer help, in case of need, to persons engaged in market research and related activities, and their dependents. Send an email to the Conference Chair, **Pene Healey** on pene@clara.co.uk

Conference Papers 2004

A CD Rom of the papers from last year's conference with its theme of "B2B research: Your Future – extending the B2B Skills set" is available in Acrobat format for £25.00



Please contact **Pene Healey**
020 8864 1834
pene@clara.co.uk

Should ethnic minority businesses be treated differently?

A S ETHNIC MINORITY communities continue to grow in size and prominence, we must consider the implications for the research industry.

The industry has begun to embrace the changing cultural mindset in consumer research, but what is current best practice for business-to-business research? Should we always be looking at ethnic minority businesses separately from mainstream businesses? These are some of the questions posed by **Karen Roberts** from the Ethnic Research Network.

First, a bit of background. Research commissioned by Barclays Bank in 2000 found that firms owned by people from ethnic minority communities account for seven per cent of all small businesses and nine per cent of all new business start-ups – and this proportion is predicted to grow in the future. Already, according to the London Development Agency, the proportion of black female business owners outnumber white female business owners in London (29% vs. 21% respectively).

Businesses owned by people from ethnic minority communities tend to be concentrated in particular sectors, particularly restaurants / catering (especially within the Chinese and Bangladeshi communities), taxi driving and retail. Within the Chinese community, there are also significant proportions working in community-based health services such as dentists, herbalists, acupuncturists and chemists. While sectoral information on black-owned businesses is not widely available, a read through the UK Black Links Directory (a specialist

directory of black-owned businesses) suggests that many fall within hair & beauty, accountancy and catering.

Qualitative research* carried out in 2003 on behalf of the COI (Central Office of Information), the Government's publicity agency, suggests that ethnic minority businesses face much the same challenges as other small to medium sized enterprises (SMEs). These primarily relate to keeping on top of paperwork and legislative/regulatory changes, dealing with staff issues and most importantly, surviving and competing in a tough economic climate. However, ethnic minority

minority business owners as business owners first and individuals from ethnic minority communities second. In this context, the issues respondents face as business owners will be most pertinent and there is a risk that people will feel patronised if approached as a 'black' or 'Asian' person in business. We must also be aware that instances of racial discrimination may well come up during the course of the discussion.

We must always consider, too, whether the different ethnic minority communities can be mixed together in one group or whether they need to be researched separately.

businesses young and old will be the same.

And when it comes to the research itself, we need to ascertain whether clients expect to see ethnic minority businesses in a representative sample of SMEs as a matter of course – or whether they need to be making more of an effort to do so.

As in all business to business research, we must also be prepared to conduct focus groups and interviews at unusual times of day or at weekends, for example, on Monday afternoons for Chinese takeaway owners or perhaps first thing in the morning for taxi drivers (before they go to bed!).

Finally, it may be possible to relax some of the 'rules' usually applied to ethnic minority research in terms of separating the sexes within the South Asian communities and using bilingual moderators, given that business/professional respondents are likely to be English speaking and more familiar with the research and marketing process.

Conclusions may be reached on a case by case basis, but we will only truly understand these diverse and growing communities by asking ourselves these important questions.

Karen Roberts is managing director of Connect Research.

** The COI research was carried out by Jigsaw Research and Connect Research & Consultancy Ltd.*

“Businesses owned by people from ethnic minority communities tend to be concentrated in particular sectors”

business owners felt subject to some additional pressures. For example, they perceived that ethnic minority-owned businesses are often pigeonholed as 'niche' by the mainstream and, as such, are often seen as having less long term potential to grow. As a result of being pigeonholed, they believed that individuals from ethnic minorities tended to have less access to business finance and to general professional information and advice.

So what are the main implications for B2B researchers? The main finding is that we should approach ethnic

The reasons why a black person has set up in business and their experiences of dealing with banks and other professional advisors may differ from those of Asian or Chinese business owners. If these sorts of issues were salient to the research, then it would be best to separate out the communities. Similarly, what about generational differences? Not all ethnic minority owned

For further information on the Ethnic Research Network, please visit the ERN pages on the MRS website on www.mrs.org.uk/networking/ern/ethnicres.htm

If you wish to subscribe to the ERN newsletter go to: www.mrs.org.uk/networking/ern/registermail.htm

News from the Chair



IS IT JUST ME, OR has the B2B world gone mad? Everywhere I look, and everyone I talk to, seems frantically busy with little space to 'come up for air'. Great news for the B2B sector, which is becoming increasingly important for our clients – it will be interesting to see the latest industry figures.

As you know, our remit as an organisation is to represent and promote B2B research and researches in the industry. To that end, we have decided to sponsor a specific B2B award as part of the MRS's Research Effectiveness Programme. This is very exciting for us and, we hope, you, as it gives us a very public platform from which we can promote the use and value of specialist B2B researchers.

The award will complement the BIG conference award, but also look wider than this across other industry events and seminars for entries – as well as allowing 'new' papers to be submitted.

So please help us make this a success and further 'the cause' by getting your thinking caps on and either submitting, or recommending, papers for consideration.

Other news – in recognition of their contribution to the development of BIG (and indeed its predecessors) we are making Keith Bailey and Mike Bird lifetime members of BIG.



Keith Bailey & Mike Bird: Lifetime members

Whilst both have now moved on, their commitment to the B2B sector generally and constant support of the objectives of the organisation have been invaluable – thank you both!

And what about you?

Have you renewed your membership? Please do support BIG in any way you can – by renewing on time, coming to events (for example, the AGM on the 12th April – make a note), making suggestions or even (heaven forbid) volunteering to help! In order to make the organisation valuable for you, we need to know what you want – so please contact anyone on the committee with your thoughts and suggestions. The committees (BIG, BIG Conference, and forum) are all run by volunteers who give up their own time to get things done and the occasional sign of

life from our members is always encouraging.

We have had a couple of people respond to the offer of using the BIG logo on websites/ communications material for professional accreditation – if anyone else would like to advantage of this please drop me an email and I will send you the relevant PDFs. I look forward to being overwhelmed by enquiries!

On a personal note, thanks to all who have enquired / supported me recently following my accident – whilst it will be a long haul, I am happy to report that I am well on the way to full recovery – and have a fantastic scar as a momento!

Ciao

Claire Labrum *BIG Chair*

Technical hitches stymie BIG plans or "Anyone here who knows how to use a video camera?"

Professional Accreditation

IN RESPONSE TO several enquiries, we have decided to offer members the opportunity to use the BIG logo on their own communications material as an 'accreditation' mark.

The logo can be used on websites, emails (by individual member), headed paper or company literature. All we ask is that you need to ensure that you have a current member of BIG within your organisation and that you let us know that you are using it.

For copies of the logo please contact **Claire Labrum** claire.labrum@synovate.com

THIS IS A FANTASTIC example of the gulf between theory and practice.

The idea was a good one – video forum sessions and send a video edit on CD to our members, so that even our distant colleagues can benefit.

We decided to use January's forum event as our first in the series.

The session was lively, well attended and very informative – **Julie Irwin** from Charterhouse Research explained how to conduct mystery shopping with a technical helpline servicing IFAs – a real challenge!

Unfortunately, the actual video was not of the highest quality – in fact, quality is not really a word which would apply to the tape at all!

Oh well, we did try and we learnt lots. Hopefully at the next forum meeting we will get it right and have something that has both vision and sound (revolutionary I know!) to send out.

Watch this space!

Classifying & Targeting Businesses Seminar

THE MRS/CENSUS & Geodemographics Group is planning to hold a seminar on Wednesday 12th October, in Central London, on the topic of classifying and targeting businesses.

This will include sessions on sources – including government data, commercial registers and workplace statistics from the 2001 Census – as well as case study presentations on how business datasets are being used.

If you are interested, get the date in your diary and contact **Barry Leventhal** at barryleventhal@uk2.net

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BIG Conference

Pene Healey

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☎ 020 8864 1834

Demystifying mystery shopping: Tuesday 18th January

A LARGE AND ENTHUSIASTIC audience gathered at the offices of ORC on the 18th January to hear Julie Irwin and Mark Dennis of Charterhouse Research talk about the application of mystery shopping techniques to b2b financial markets.

Julie and Mark discussed the challenges of finding shoppers, the merits and drawbacks of recruiting 'real' businesses to act as mystery shoppers and the difficulties of using shoppers posing as business owners. They also discussed particular scenarios in which they themselves have been the shoppers.

One of the key issues which came out of the session was the ethical dimension to mystery shopping. Employment contracts are now more likely to include a clause that staff will be mystery shopped, and mystery shopping is also increasingly used for training purposes.

The key uses are:

- as a staff training or appraisal tool
- to develop best practice
- to ensure that the company is adhering to statutes, codes of conduct
- to benchmark competitors.

However, as with consumer mystery shopping, it is key to ensure that competitors do not suffer any detrimental effect (i.e. time wasting / loss of earnings) as a result of the shopping exercise.

The other key point that Julie and Mark made was that mystery shopping is demanding of time – both from the agency and from the client. In particular, the client must determine how to communicate the survey to staff, must decide (and input to the writing of) the technical scenarios needed for the shoppers and needs to set up dummy accounts

for the shoppers, if necessary. Analysis of the results from any audio or video tapes, plus the transcripts of the sessions and any follow up calls from staff, can also be lengthy, and it is vital not to under-estimate the time required for this stage.

For the future, Julie and Mark believe that b2b mystery shopping is likely to increase, with the pressure on traditional research response rates and increasing regulation across many markets. They see that there will be a move towards setting up panels for mystery shopping and also making greater use of the mystery shoppers that an agency already has. The ethics debate continues, but it is clear that the clients must be immersed in the process throughout, with feedback between agency and client on an ongoing basis.

Our thanks to Julie and Mark for a really interesting and stimulating session.

Sonya Graneek
NOP World

The next BIG forum meeting ...

The next BIG Forum meeting will be held at ORC on Tuesday 12th April, starting at 6.30pm. The subject of the meeting is certainly topical: 'Outsourcing Offshore'.

Caroline Plumb of FreshMinds will be sharing some of her experiences of managing resources in the UK and India. Before the meeting, at 5.30pm for 6.00pm, we will be holding the BIG AGM – we hope that you will come along and give your support.

If you are planning to attend the AGM, could you please let Sonya Graneek know (sgraneek@nopworld.com). The final Forum meeting of the year will be on 7th June – 'Is b2b research special?' **Rick Dent**, Senior Partner at RSM will be presenting the findings of RSM's annual survey of research directors (agency and client side) and exploring issues such as: Does b2b research require special skills? What are clients looking for in b2b researchers? What are the challenges facing b2b researchers?

BIG members enjoy free admission to evening meetings. Non-members are welcome for a small fee of £5.

For our normal evening meetings there is no need to pre-book – just turn up on the night and feel free to bring a colleague (or two). We meet at 6.00 for drinks and nibbles prior to a 6.30 start.

For more information, please contact the BIG Forum contact for each meeting, as given above. For general enquiries please contact the committee chairperson **Trevor Wilkinson** tel: 020 8538 0133 or by email trevor@purplemr.co.uk or look at our website www.b2bresearch.org for further details on our programme and more information on BIG activities.



One year on...

FREELANCE WRITER, editor and photographer **Philippe Ruttens** (www.ruttens.com) reports on a few myths and findings after moving 'Down Under' in February 2004:

- Australia is not laid back! Indeed, recent studies show that Aussies are some of the hardest-working people on the planet (in working hours at least) while they also sleep longer than other nations. How do they do it when the day is also 24hrs here? While most office spaces comprise a good proportion of Pommies, Asians and European expats, the few Australian colleagues are usually very open and friendly in both work and personal relationships. Nonetheless, work and money remain high on their agenda and lives are as hectic as in the UK, if not more.
- Australia is not a big country. It is in size obviously but business sectors could probably fit in Greater

London in terms of revenue and employees. Most industries are "small worlds" and you keep bumping into the same people, so make sure you don't burn too many bridges in the office and on the beach. Sydney is quite brash and fast pace, but still remains manageable and human. And despite what locals think, traffic is not that bad ... Try getting from your home (on the beach) to your office in 20 minutes in rush hour by car in London!

- Australia is actually not always sunny. While my girlfriend and I were expecting a hot and humid tropical summer, the last few months have not been that different from the good old English one ... Well, I am probably over-simplifying here as the average temperature has been well over 20c for more than a couple of days ... The best weather is actually for nine months of the year especially fall and winter which have a high probability of clear, sunny days. Are you jealous enough now?

Overall, life in Sydney is definitely better than London from a lifestyle point of view, although you'll have to give up some of your disposable income. Personal networking is more critical than ever 'Down Under' but Australians love entrepreneurs and go-getters, although not as much as Americans might. Don't flash "success" too much, probably a common trait with the Old Country culture.

The Howard government is in need of more workers due to recruitment issues, so the time might be right to apply for that visa, although hairdressers and builders are in more demand than market researchers!

Philippe is MRWeb's local representative for Australia and New Zealand, hunting for news and stories while not boogie-boarding at his local Coogee beach.

Philippe Ruttens
Freelance Photographer/Writer
Editor Capture Magazine
Contact tel: 0404 327 710

More on Australiana in our next issue ...

Changes afoot

Christine Eborall has closed down her 15 year old business and industrial market research consultancy to join Topss England, the Sector Skills Council for Adult Care, as Workforce Intelligence Analyst. www.topssengland.net.

She can be contacted on christine.eborall@topssengland.org.uk

Tony Clayton has left TNS to set up The Clayton Consultancy which will offer clients a full service through use of an extensive network of high class research providers. Launch date is scheduled for June 2005. Tony can be contacted through tc@tonyclayton.org

Andrew Smith, *[pictured]* former Divisional Director for Customer Service Research at GfK Martin Hamblin, has launched Andrew Smith Research. He has worked for mainstream UK agencies, including TNS; NOP; and

ORC International, for the last twenty years. He started his career client side at Clarks shoes, and held travel sector roles at Trailfinders and e-bookers.

ASR will focus on customer retention and loyalty issues, and how they impact on product development, branding and communications.

The agency is already working for travel, leisure and media sector clients. Andrew comments: 'The need to effectively understand how



customers, staff and other stakeholders view your service, your proposition and your brand has never been greater. Investments in CRM and related initiatives need to show a clear return. Research can provide this, and help prioritise spending'.

The company offers full service solutions for service sector clients, and is based near Leatherhead, Surrey. For information:

Tel: +44 (0)1372 817979
Mobile: +44 (0)7910 539988

email asresearch@ntlworld.com
www.andrewsmithresearch.co.uk

Join BIG

Join BIG Ltd by downloading a membership application form from the BIG website.

www.b2bresearch.org

Benefits include free attendance at Forum meetings, annual conference discounts, a quarterly newsletter, training seminars and a membership directory.

£40.00 + VAT for 2005.

Discounted price for under 30's **£23.50 + VAT**

Contact **Fiona Roberts-Miller**

fiona@roberts-miller.co.uk

01306 741368

New Members

A WARM WELCOME is extended to a further fifteen new members of BIG since our last issue.

Mike Brown
Cobalt Sky Ltd

Lee Brumwell
Barclays Bank plc

Katie Carter
IFF Research Ltd

Henry Cooke
IFF Research Ltd

Jeff Deighton
IPSOS UK Ltd

Henrik Hall
JUV

Nicola Harrington
Echo

Joe Morrison
IFF Research Ltd

Anna O'Connell
IFF Research Ltd

Kieron Mathews
Kadence

Stefan Schafer
IFF Research Ltd

Will Herschel-Shorland
Insight Track Ltd

Karel Sloopman
Motivation International

Kathleen Triou
BPRI

Pieter Paul Verheggen
Motivation International



Win a Weekend for two in Prague!

NO WINNER FROM THE first round of clues for the Big World Wide Quiz, so eyes down for the second set of helpful clues – remember, as usual, there is one good clue and one rogue clue.

If you think you know, email your answer to: bigmarathon@mrdc.co.uk by 25th April 2005. The prize is a weekend for two in Prague.



Prague is the European city you dream about. Castles; bridges lined with statues; quaint, narrow streets; an unintelligible language; strange, monopoly-like currency (where the dollar goes a long way!) and all virtually untouched by wartime destruction.

First pair of clues:

Clue 1: As an afterthought, perhaps, start email

Clue 2: Irishman inflamed

New clues:

Clue 1: With pet in Germany, you could almost shop there.

Clue 2: No fun, no thanks, no gin and nothing as well.

Quiz



CONGRATULATIONS to Charles Jennings of Avista Consulting who was the first out of the hat with a right answer.

He correctly answered that the last Ladies Singles Final at Wimbledon not involving a Williams sister was contested by Miss Davenport and Miss Graf.

To win a bottle of bubbly this time, all you have to answer this question correctly and send it to bigquiz@mrdc.co.uk by 25th April

2005 – and, of course be the first one to be correctly drawn out.

The question is:

What was final Test series score in this winter's England cricket tour to South Africa?



Best of luck to everyone!

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