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FOR IMMEDIATE RELEASE:

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PhoneBase Research, Inc. Announces the Launch of International Call Center facility in Costa Rica.

Fort Collins, Colorado, 02/04/2009 – Due to the increased demand for multilingual market research in the United States, providing bilingual data capabilities to our clients has become a priority. By offering this solution, we can now present our clients with the ability to capture a true representative sampling of the ethnically diverse audiences they want to reach.

Over the last six months, PBR has invested an incredible amount of resources in planning, implementing, and launching this facility. We started with technological infrastructure. CATI software solutions, data lines, redundant data storage and telephony equipment were installed for data to be collected and secured. This was followed by in-depth training for supervisory and interviewing staff on market research techniques, methodologies and customer service. Training was conducted in classroom settings, with role playing and on the job exercises. Interviews were conducted while trainers listened and coached in real time. While the training remains an ongoing priority, the local staff has earned our confidence with their commitment to exceptional quality and adherence to PBR guidelines for survey administration.

"With a reputation for being a leader in the collection of quality data in the market research industry, our expectations are set extremely high. Before we would even consider offering this data collection solution, we had to be assured that they would be able to meet those standards." - Richard McCaffery Director of Call Center Operations

For additional information please contact Becca Polka or visit www.pbresearch.com.

PhoneBase Research, Inc. is a market research company that specializes in online and telephone data collection services.



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