



## THE GALLUP ORGANIZATION

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**The Gallup Organization Partners with Invoke Solutions to  
Provide Next Generation Online Research Platform**  
*New Gallup product allows clients to leverage the latest in online  
hybrid research methodologies*

**WASHINGTON, DC. and WALTHAM, MA. (February 14, 2007)** – The Gallup Organization, one of the world’s leading performance management consulting firms, has partnered with Invoke Solutions, the leading innovator of real-time, interactive research technologies, to launch a new Gallup research service that will allow clients to better understand their customers and employees and improve their ability to make mission-critical decisions.

The new Gallup offering blends both qualitative and quantitative research capabilities in live Internet sessions with large, targeted groups of consumers or employees. Powered by technology from Invoke Solutions, these research sessions combine the adaptive questioning of a focus group with the large sample and metrics of a survey, all in a real-time event in which client stakeholders can participate. The result is a deeper understanding of perceptions, preferences, and beliefs that bring added clarity and insight into the decision-making process.

“The Invoke solution is a great addition to our suite of offerings” says Jill Wiltfong, Global Practice Leader for Gallup’s Brand and Customer Engagement Consulting Practices. “It provides an innovative way to gather the rich stories that offer unrivaled insight into the

issues at hand. It's important to know 'what' – but key in differentiating is a deep understanding of 'why'."

"We are very pleased to welcome one of the best-known research companies in the world to the Invoke Partner program," says John Inman, VP Alliances at Invoke Solutions. "Our partnership with Gallup allows us to continue to raise the bar in delivering research technology that meets the evolving needs of leading research providers and their clients."

The technology provides real-time analytics and instant reporting that accelerate decision-making and allow for on-the-fly probing on emerging insights. It will be used by Gallup to help clients in industries such as financial services, healthcare, retail, and hospitality with a variety of customer, workplace, and social research initiatives.

Applications include:

- Brand / Customer Engagement
- Concept Design and Testing
- Brand Positioning and Messaging
- Competitive Brand Assessment
- Employee Engagement
- Workplace Assessment
- Human Capital Management
- Program Planning and Evaluation
- Policy Research
- Social Issues

For more information, visit [www.gallupconsulting.com](http://www.gallupconsulting.com).

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### **About The Gallup Organization**

The Gallup Organization has studied human nature and behavior for more than 70 years. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology. Gallup performance management systems help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world.

## **About Invoke Solutions**

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. This insight allows Invoke clients to make fast, confident decisions to reduce risk, drive innovation, and gain a competitive advantage.

Unlike traditional, costly, and decades old research methodologies, Invoke offers live Internet sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Already used by many Fortune 1000 companies, the Invoke researching platform is enabling faster, smarter decisions throughout the marketing innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence.

For more information about Invoke Solutions, visit [www.invoke.com](http://www.invoke.com).