

# GemSeek Uses Global Call Forwarding to Conduct Local Market Research Worldwide



## GemSeek

- ▶ **Company Name:** GemSeek
- ▶ **Industry:** Management & Consulting
- ▶ **Founded:** 2011
- ▶ **Client Since:** 2019
- ▶ **Website:** gemseek.com

## OVERVIEW

GemSeek is a customer experience services leader working with multi-billion revenue clients worldwide. Companies from telecommunications, healthcare, consumer, insurance & retail use GemSeek's research and insights services to improve their strategy and customer satisfaction.



*"Overall, I think it's a really reliable service. We have access to all of the information we need through the control panel system. We can not only check call detail records and call recordings but also see the invoices, all in one place."*

— Evelin S., Market Research Project Manager, GemSeek

## CHALLENGE

GemSeek uses Global Call Forwarding's services to conduct B2B market research for global companies. A lot of projects include surveying clients of clients over the phone. In the B2B environment, respondents are usually high-level executives with dynamic schedules who are hard to get in touch with. They are also more likely to ignore calls from unknown or foreign numbers. For example, when researchers use a Bulgarian phone number to call Algerian customers.

Achieving a high response rate is very important for B2B market research, where the total customer base is small and even a few completed surveys can drastically impact the final findings.

In the long run, using a local service provider for each and every market also proves to be an inefficient solution. Procuring a different service for each market unnecessarily increases the total cost of big international research projects and also slows down the speed of delivery.

*"We are happy with the current service. You're always available when we have a question and always available to assist."*

# Customer Stories



## SOLUTIONS

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That's how GemSeek identified Global Call Forwarding as the best solution for their international telephone survey projects. GemSeek now uses local numbers from Global Call Forwarding to conduct local market research more efficiently and with better outputs.

## RESULTS

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Global Call Forwarding provides various local phone numbers from different countries. Since GemSeek started using Global Call Forwarding's virtual phone number service for international research projects, the company has been seeing multiple benefits — from higher response rates to improved quality of data to more efficient cost management of projects:

- Higher response rates – both end consumer and business respondents demonstrate higher trust in local numbers.
- Improved data and insights – respondents are also more likely to open up and share more valuable insights.
- Increased satisfaction of stakeholders on whose behalf the research is done – by using local phone numbers, GemSeek employees position the company as a competent research vendor, able to reach any type of audience globally.



Global Call Forwarding is a leading provider of local and toll free numbers in the US and international markets, we successfully serve thousands of businesses around the world, from small enterprises to large multinational corporations, utilizing an advanced global network and innovative service features.

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